

COACH AND BUS

The PSV Industry's News Weekly

WEEK

ISSUE 109 MARCH 26 1994



RIDER EMPLOYEES CASH IN

**Badgerline snaps up
Yorkshire Rider in £38.8
million deal**

Annual
SAFETY AWARDS

COACH AND BUS
WEEK
TELMA

TURN GOOD IDEAS INTO TROPHIES

Safety awards target the good
and the initiators.....Page 12

PRICE YOUR COACH WORK AT A GLANCE

Marksman's handy reference for
busy operatorsPages 20-22



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You can't beat a fresh interior when
selling your coachPages 27-37

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An Emap business publication

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1982 BOVA EUROPA INTEGRAL 12M

51 recliners, brown moquette, curtains, courier seat, TELMA retarder, power entrance door, finished white/red/blue.

M.O.T. NOVEMBER 1994

1989 VOLVO B10M PLAXTON PARAMOUNT 3200 12M

53 recliners, red/grey moquette, tinted side windows, curtains, power entrance door, finished cream/maroon.

M.O.T. JANUARY 1995

1982 BOVA EUROPA INTEGRAL 12M

53 recliners, red moquette, curtains, courier seat, power entrance door, finished metallic silver/blue.

M.O.T. NOVEMBER 1994

1989 VOLVO B10M PLAXTON PARAMOUNT 3200 12M

53 recliners, beige/brown moquette, courier seat, power entrance door, TELMA retarder, tinted side windows, finished cream/yellow/orange.

M.O.T. MARCH 1995

1987 DAF DKVL PLAXTON PARAMOUNT 3500 12M

51 recliners, grey/red moquette, rear sunken toilet, continental door, tinted side windows, curtains, courier seat, power entrance door, wired TV/video, TELMA retarder, finished all cream.

M.O.T. MAY 1994

1990 (September) DENNIS JAVELIN DUPLÉ 320 11M

55 seats, grey/yellow/orange moquette, power operated entrance door, air suspension, finished all white.

M.O.T. JUNE 1994

1984 DAF SB2300 JONCKHEERE JUBILEE P50 12M

49 recliners, brown/beige/red moquette, rear floor mounted toilet, continental door, driver's berth, water boiler, finished all white.

M.O.T. JULY 1994

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1984 DAF DKFL PLAXTON PARAMOUNT 3500 12M

51 recliners, brown striped moquette, rear O/S sunken toilet, continental door, finished white/red.

M.O.T. MAY 1994

1984 BEDFORD PJK PLAXTON SUPREME

29 seats, grey/red moquette, finished white/blue.

M.O.T. MARCH 1995.

1986 BEDFORD YNV PLAXTON PARAMOUNT 3200 12M

53 seats grey/red moquette, power entrance door, finished white/grey.

M.O.T. NOVEMBER 1994

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1990 BOVA EUROPA INTEGRAL 12.290 INT 12M

51 seats (46 reclining + 5 fixed at rear) trimmed in grey/red moquette, rear sunken toilet, continental door, double glazed side windows, curtains, courier seat, coolbox, water boiler, wired TV/video, finished all white.

M.O.T. DECEMBER 1994

1988 VOLVO B10M VAN HOOL ALIZEE-H 12M

53 recliners, blue/red moquette, double glazed tinted side windows with pull down blinds, courier seat, power entrance door, TELMA retarder, Autolube, finished all white.

M.O.T. OCTOBER 1994

1986 DAF DKFL JONCKHEERE JUBILEE P50 12M

49 recliners, brown moquette, rear O/S sunken toilet, continental door, double glazed tinted side windows with pull-down blinds, drinks machine, courier seat, power entrance door, finished grey/maroon.

M.O.T. AUGUST 1994

1986 (September) BEDFORD YNV DUPLÉ 320 12M

53 recliners, beige/brown moquette, rear N/S toilet to saloon floor, power entrance door, drinks machine, wired TV/video, finished white/duo red/yellow.

M.O.T. FEBRUARY 1995

1990 (October) TOYOTA CAETANO OPTIMO

18 recliners, grey/red moquette, courier seat, curtains, power operated entrance door, finished all white.

M.O.T. JULY 1994

1984 LEYLAND TIGER 245 PLAXTON PARAMOUNT 3500 12M

49 recliners, beige/brown moquette, rear O/S sunken toilet, continental door, tinted side windows, curtains, drinks machine, Eberspacher heating, hydrocyclic gearbox, wired TV/video, finished white/duo red.

M.O.T. MAY 1994

PARTS STOCKIST - BOVA, VAN HOOL, TOYOTA OPTIMO

COACH AND BUS

The PSV Industry's News Weekly

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While Yorkshire Rider drivers may be whooping for joy at the Badgerline offer which values their free-issue 5p shares at 380.8p, many smaller operators will be shaking their heads in disbelief.

Drivers are the most valuable asset not to appear on a company balance sheet. Yes, it must be right to reward those who perform well, but most operators find drivers difficult to recruit, train and retain.

There are many approaches to getting the best out of your staff and bonus payments are one. However, figures around £3,500 - what most Rider employees can expect to pocket out of this week's Badgerline deal - are generally out of the question for most. Yet, just spare a thought for those in the Rider hierarchy. The average employee shareholder may have around 700 shares, but Bill Cottham has one million.

'As the ever-expanding group satisfies the City's appetite for growth and profit, there will be those who will worry about Rider's ability to serve local needs. And, we ask again: 'Is a mega group running nearly 4,000 vehicles what was envisaged by those who drove the deregulation/privatisation bandwagon?''

After five years, the Rider ESOP had yet to run its full course. It was one of the pioneering schemes often held as an example of successful employee involvement in the running of a company.

As an ESOP it was able to stress its commitment to the community. Passengers had an instant empathy with the company whose drivers proudly wore a badge proclaiming it to be employee owned.

Rider had a good record of innovation which kept it abreast of the latest developments in the industry. Guided busway plans were well advanced and the first guide-wheel fitted vehicles already on the road. And, the Rider Superbus represents the quality service concept which many believe is the right way forward if the industry is to restore public support and establish its rightful place as the saviour of our over-congested urban areas.

The good residents of West Yorkshire can be assured that Badgerline has a track record of its own and has not been slow to promote bus use. After all it did successfully convince the City that buses do indeed mean business.

But, as the ever-expanding group satisfies the City's appetite for growth and profit, there will be those who will worry about Rider's ability to serve local needs. And, we ask again: "Is a mega group running nearly 4,000 vehicles what was envisaged by those who drove the deregulation/privatisation bandwagon?"

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BUSINESS
PUBLISHING



COACH AND BUS WEEK ENDING 26 MARCH 1994

■ **Liverpool's newest independent operator**, Rest and Ride, has suspended operations after less than two weeks service after personal threats and a spate of road accidents caused by aggressive on-the-road competition. Page 6

■ **London Cityrama**, which is also known as Limebourne Travel, is switching from Plaxton to Bova for its new purchases after winning a £2 million contract from Trafalgar Tours for incoming American tourist work in London. Page 7

■ **Better performance than expected** from Britain's first modern electric buses has allowed the Oxfordshire County Council-supported City Circuit service to be extended. Page 8

■ **The re-introduction of compulsory driver badges** is being called for by Buckinghamshire County Council after an inquest heard how a school minibus driver, killed in an accident, had no PSV licence. Page 9

■ **Cambridgeshire County Council** is inviting bids for most main flows of school journeys in the county to see whether special services would be cheaper than bulk season tickets for public bus services. Page 10

■ **Look out for next week's launch** of the second Coach and Bus Week Telma safety awards. This year we are looking for operators who have taken special initiatives to improve safety on the roads. Page 12

■ **The decision by Olau Lines** to close its Sheerness to Vlissingen service in May has been met with regret by operators, who praised the company for its high standards of service. On Tour news starts page 17

■ **Just when you felt you had come to terms** with the EC directive on packaged travel you are about to be hit with another directive that has massive implications for the coach holiday business. Page 18

COACH AND BUS EVENTS

● March 29: Omnibus Society, London Transport Headquarters, 55 Broadway London SW1, 6.45pm. Andrew Boag on '10 years of Metrobus'. Details from Barry Le Jeune, tel 071 918 3295

● April 12-14: University of Newcastle Upon Tyne, 25th Annual Public Transport Symposium - 'Quality in Public Transport'. Details from Mrs Lynda Morgan, tel 091 222 7683

● April 13: Coach Tourism Council annual Charity Ball, Chamberlain Hotel, Birmingham — to coincide with BTTF. Tickets £39 per person or £350 for table of ten. Details from Derrick Alsop on 0602 732260

● April 13 and 14: The 1994 British Travel Trade Fair, Hall 11, NEC, Birmingham. On show will be some 400 different exhibitors, drawn from all corners of the UK, representing almost 1,000 different holiday products. Details from British Travel Trade Fair 94 Office, English Tourist Board, Thames Tower, Black's Road, London W6 9EL, tel 081 846 9000

● April 15: University of Central England Business School in Birmingham marketing workshop for coach and bus industry, to be chaired by Professor John Hibbs. Details from Peter Broughton on 021 331 6386.

● April 21: Buses Worldwide meeting at Fred Tallant Hall, 153 Drummond Street, London NW1, 7pm, to include slide show of South America arranged by Geoff Morant. Details from Hon Secretary Ian Johnson on 0252 61748

● April 23-24: Ruby UK Coach Rally, Brighton. Details from Paul Cousins on 081 842 0056

● April 26: Omnibus Society, London Transport headquarters. Bob Howells on 'The Lynton Travel Group after deregulation'. Details from Barry Le Jeune on tel 071 918 3295

BUS

Minibus operations bought out by PMT

By Andrew Jarosz

TWO minibus operators, Stoniers and Moorland Rover, which ran competitive services in the Potteries area, have ceased operations, reducing significantly the competition faced by Badgerline subsidiary PMT.

PMT acquired the minibuses and operations of Stoniers of Newcastle under Lyme at the beginning of the month. The six vehicles, employed on contracts, private hire and local bus services, included Freight Rover and Dodge minibuses.

Stoniers, which had been in family ownership until a few years ago, was sold by Tom Stanton, who has left to pursue other interests. PMT is retaining use

of the Newcastle depot and staff and is planning to keep the company separate for the time being.

Moorland Rover of Werrington ceased operating this week, and its 17 minibuses have been sold to PMT, which will transfer most of them to its Pennine Blue subsidiary at Ashton.

Proprietor Graham Shaw denied earlier reports that he was retiring (*Coach and Bus Week*, February 19), but said the future for small operators competing against a dominant company was bleak.

"I believe that small operators have a role to play,

but the spirit of competition is lost in all the grey areas of duplication and unfair tactics which need to be defined."

Mr Shaw listed the withholding of concessionary fares payments, complaints to the traffic commissioner, and an insurance premium for minibuses which more than trebled from £900 per month to £2,800, as factors which persuaded him to cease.

"PMT has been quite reasonable in buying up my buses, and they have recast some routes to keep the business that I'd built up, but I'm sure that the fares, which were held down for a long time will now go up."

LIGHT RAIL

Supertram up and running

SHEFFIELD Supertram's first phase from Meadowhall to the city centre is now up and running.

The first part of the £240 million system comprises nine stations on a newly-built seven-kilometre stretch linking the out-of-town shopping centre with the Don Valley stadium and the Sheffield Arena.

Very little of the tramway follows existing roads, but the second line, covering 22 km from Middlewood to Halfway, which is to open in stages through to mid 1996, will share road space with other forms of transport for almost its entire length.



Supertram

The system's design and build contract is being handled by Balfour Beatty, with the 25 tramcars built by Siemens. The 35-metre long

three-section tramcars are the longest in the UK and can hold up to 250 passengers with 82 seated. The cars are wheelchair accessible.

Councillor Jack Meredith, chairman of the transport authority, thought the tram would mark a turning point in the fortunes of South Yorkshire.

"Urban areas are slowly being choked by more and more vehicles fighting for a finite amount of road space, and light rail systems can help to reduce the pressure.

"I am confident that the trend will begin to reverse when drivers can see sense in leaving the car behind."

'It's just another competitor'

SUPERTRAM is being treated as a serious challenge to established bus operations, as local operators maintain lower fares, and plan to upgrade operations on the Meadowhall route.

Although children's and senior citizens' fares are pegged at South Yorkshire PTE's 15p and 25p levels, adult singles on the tram are 75p if pre-purchased or £1 if purchased at the tram stop ticket machines.

Mainline recently extended its articulated bus service from Meadowhall to the city

on to Jordanthorpe and Batemoor, and offers a 65p single and £1 return on the route.

Sheffield Omnibus plans to introduce a fleet of new midibuses to its Meadowhall service later this year, and maintains its 95p return fare to the city.

Mainline spokesman Steve Arnold said the 16-minute tram journey was no faster than that of the articulated buses. "When it comes down to it, Supertram is just another competitor against us on the route."

CBW

■ BUS

OFT rules on Fife Scottish

STAGECOACH subsidiary Fife Scottish acted anti-competitively in registering commercial routes in competition with subsidised services run by independent Moffat & Williamson, according to the Office of Fair Trading.

The OFT's report found the withdrawal of services by Moffat & Williamson when their contracts expired was likely to restrict its ability to compete with Fife on commercial services and other tendered routes, and other companies would be wary of competing with the Stagecoach subsidiary.

Director general of fair trading, Sir Bryan Carsberg, said: "I am satisfied that Fife Scottish's behaviour in registering commercial services in competition with subsidised services operated by Moffat & Williamson was predatory and that its intention was to displace its rival."

Sir Bryan now has eight weeks to seek 'appropriate undertakings' from Fife Scottish, before deciding whether a full Monopolies and Mergers Commission investigation is necessary.

■ COACH AND BUS

Rider employees riled by Badgerline's bid

By Andrew Jarosz

BADGERLINE faces stiff opposition from Yorkshire Rider employee-shareholders as it bids to buy the £84 million turnover Rider Group for £38 million.

The deal, which will make Rider's three executive directors paper multi-millionaires, will be resisted by a workforce which had been promised eventual control under a refinancing deal dubbed ESOP 2.

Last December, the Rider workforce had been offered the options of doing nothing, flotation, a trade sale or ESOP 2; a refinancing package where directors and managers who held 51 per cent of the shares would systematically decant them to the employees.

The workforce had chosen ESOP 2, as both flotation and sale would, according to Rider's own documents, have led to the loss of company identity and culture. Employee groups now feel betrayed that, while negotia-

tions to create ESOP 2 were running, directors were secretly negotiating a sale to Badgerline.

Of the board, only worker director Mohammed Taj dissented from the decision to sell, but Badgerline is looking for 75 per cent acceptance from all shareholders.

Rider's profit before tax

of £4 million would provide a useful fillip to Badgerline, whose profits and share value have taken a recent knock (*Coach and Bus Week*, March 19).

Included in the sale are 1,100 buses and a virtual monopoly of operations in Leeds, Bradford, Halifax, Huddersfield and York. Sites owned by property arm

Sovereign Quays are expected to generate high windfall profits as land prices in Leeds rise.

In addition to the £3.8 million picked up by Mr Cottham in Badgerline shares and loan notes and £3 million each for Messers Buchanan and White, long-serving staff are each set to gain up to £10,000 in cash and shares, with a formula of 16 Badgerline shares for five Rider shares. The Rider shares were distributed to staff free out of group profits.

Mr Cottham stressed the benefits of business as usual as part of a larger grouping: "All the directors will stay on with Badgerline, and I think that the workforce will come round to realising that this is the best long-term decision for them."

Employee reaction was mixed. A driver told *Coach and Bus Week*: "They're only offering us a little bit more for what we already have and it will result in reduced terms and conditions for all."



"NICE WORK IF YOU CAN GET IT."

■ BUS

Solace for the small operator from LT

SMALL operators will not be squeezed out of bidding for London routes under the new tendering regime, a senior London Transport source has promised.

The new regime sees a switch to net-cost contracts with operators keeping fare revenue, commencing in 1995-1996 (*Coach and Bus Week*, March 19).

Our source said that, although major trunk routes would be put out for individual bids, smaller routes would be bundled either on an area basis or because they complemented each other (*Coach and Bus Week*, February 12).

However, companies would have the option for bidding for one or more routes within a group.

"There will still be opportunities for the small boys," the source said.

London Transport's Airbus routes

will not be included in the future tendering regime. Our source said: "We regard these as already functioning as commercial services, and there is nothing to stop anyone from starting one up if they wished to."

The prospect of disappointed bidders launching their own licensed commercial services in retaliation against LT-supported routes did not worry our source.

"They could only share off-bus revenue if LT agreed and, for LT to agree, we would have to be convinced that they were making a real contribution and not just creaming-off ridership. They would also have to conform to our fares structures and other requirements."

"As over 60 per cent of revenue is through off-bus sales, it wouldn't really be practical for them to survive without it."



Javelins have Plaxton bodies

■ COACH

Dennis Javelins bought

BADGERLINE subsidiary United Welsh has added three Dennis Javelins to its 42-strong fleet after eight months evaluation of its initial pair.

Two Javelins delivered to United Welsh last July have each covered over 45,000 miles - much of it on Continental tours operating as far south as Rome.

In the light of their performance the company has taken a further three, including a top-specification 290 bhp GX. All were supplied by DSB Sales and have personalised BMS registrations.

They have Plaxton Premiere bodies with 49 reclining seats, double-glazing, toilet, drinks machine and video equipment.

CBW

■ **STAGECOACH** chairman Brian Souter will be delivering the Frederick Speight lecture for the Chartered Institute of Transport, at the Holiday Inn Royal Victoria, Sheffield on May 4. The annual lecture is given on a bus or coach industry theme and commemorates the work of Frederick Speight, the former director of North London based George Ewer and Co and chairman of the CIT Metropolitan Section until 1964.

■ **STENA** Sealink has bought seven buses for Dover Priory Station to East Docks courtesy services to cut costs, improve its image and become more cost effective. The service was previously let out to East Kent Road Car Company and is mainly used by foot passengers wishing to use Stena ferries. Stena's transport manager John Marchbanks said: "When we rented the buses we were never guaranteed they would be in Stena Sealink Line livery. Now we will always be advertising our own services and the 18 drivers are employed by us and have loyalty to us."

■ **VARIABLE** message traffic signs are to be introduced on West London trunk roads, Steve Norris announced this week. The signs provide up-to-date information on congestion and advance warning of emergencies and other incidents which affect traffic flow, allowing drivers time to choose an alternative route. They will be the first to be introduced into a city environment by the Metropolitan Police. They are operated by remote control and cannot be moved around or blown over like the trestle signs they replace.

■ **BUS & Coach Training** has 150 registered training centres and 400 new candidates working for NVQs. Fifteen companies have registered since the new year and the total number of candidates to register, since the first NVQs in 1990, has topped 4,000. BCT business development manager Mark Griffin said: "We have had an unprecedented number of inquiries this year. In addition to a number of important new customers gained as registered centres, we have also witnessed a significant increase in new candidates registered among existing clients."

■ BUS

Police investigate claims

LIVERPOOL'S newest independent operator, Rest and Ride, has suspended operations after less than two weeks service after personal threats and a spate of road accidents caused by aggressive on-the-road competition.

Seventeen-year-old Andrew Cawley started operations at the beginning of the month with five buses leased from West Midlands Travel, and a staff of 23

By Andrew Jarosz

which included 10 drivers and 10 conductors.

He introduced two daytime and evening routes from Liverpool to Huyton and a night route through the Mersey tunnel to Birkenhead on Friday, Saturday and Sunday mornings.

Mr Cawley, a lifelong bus enthusiast, set up the company with the aid of £10,000 from a mystery backer, hav-

ing researched his routes and conducted extensive passenger interviews at bus stops. His conductor services were designed to cut about 15 minutes off existing journey times, enabling him to run a 20-minute service with less resources.

Competition from Liverpool, a Huyton-based independent, has temporarily led to a suspension of services, while police inquiries into alleged dangerous driv-

ing take place. Mr Cawley said: "They've forced our buses on to pavements, smashed windcreens, and everyone of my staff including myself have been threatened."

"I estimate that there were an additional 16 Liverpool vehicles obstructing our buses on the road and, after an incident on a pedestrian crossing when a young girl was nearly killed, I decided to take the buses off."

■ COACH AND BUS

Knight is the new boss as East Yorkshire expands

HULL-based EYMS Group is re-organising its bus-operating subsidiaries and has appointed Robin Knight, currently operations director for North East Bus at Darlington, as managing director of an enlarged East Yorkshire Motor Services.

EYMS will take in the operations of Scarborough & District Motor Services and Primrose Valley Coaches, although the trading names will continue. The expanded company will have about 350 vehicles, which include 12 National Express coaches and a dozen coaches at Primrose Valley. Most of the remaining coaches will stay with sister company East Yorkshire Travel.

Within the new structure Eric Boyes, currently general manager of Scarborough & District, will become one of two divisional general managers responsible for the group's

northern depots.

Tony Fieldsen, currently country area manager Hull, will become responsible for all southern depots after the retirement of EYMS general manager Ian Conyers, who leaves next month after almost 35 years with the company.

EYMS Group joint managing directors Godfrey Burley and Peter Shipp will not be distancing themselves from bus operations in the existing area, but will have more time to oversee growth and developments throughout the group, which also includes East Yorkshire Travel, Finglands of Manchester and a couple of non-bus operating subsidiaries.

Mr Shipp said he would cease to hold the title of managing director of EYMS but will remain the group director to whom Mr Knight will report for day-to-day matters.

■ BUS

EYMS puts B6 on test

EAST Yorkshire Motor Services of Hull has become the first Yorkshire operator to take delivery of a British-built Volvo B6, and is evaluating it on east Hull services, usually the preserve of Leyland Nationals.

It is likely to be the only new bus purchased by the EYMS Group this year despite substantial recent new investments, as the growing requirement for the continuing bus war in the city is for further second-hand double deckers.

The B6 replaces two vehicles destroyed by fire at Beverley depot.

■ COACH

Driver updates fleet's image

LONDON operator R&I Coaches is introducing a new livery to its full-size coach fleet designed by driver Andy Parker in a company competition.

Managing director Ian Haddon said: "We were amazed by the overwhelming response from the company. The winning livery had to be modern and eye-catching but keep the basic R&I grey, red and blue, so Andy's design met our criteria exactly."

The competition was run because of general dissatisfaction with how R&I's livery had transferred from mini and midi coaches to full-size vehicles. The new livery, which has already been applied to one vehicle, has received favourable comments from existing customers and is to be applied to the rest of the fleet.

CBW



New livery designed by Andy Parker

■ COACH AND BUS

Cityrama concentrates on coaching with £2m contract

LONDON Cityrama, which is also known as Limebourne Travel, is switching from Plaxton to Bova for its new purchases after winning a £2 million contract from Trafalgar Tours for incoming American tourist work in London.

Operations manager Terry Hawthorne said after the sale of its open-top double deckers to Ensign's London Pride Sightseeing last November, most people had thought that the company had gone out of business.

By Andrew Jarosz

"We are now concentrating on coach work and have 29 coaches in action but, with only a small number in our own blue colours, the mistake can easily be made," he said.

Eight Bova coaches are being supplied by Optare's Bova UK subsidiary through Moseley, after the approval by Trafalgar for the first operation of the type on its incoming work.

Four coaches will be of

the new Futura Club type, specifically for Heathrow and Dover shuttles, as well as multi-purpose work in the capital.

The other four will be Futura Highliners, two of which will feature air conditioning and toilets for Continental tours and two of which are destined for British tours. All eight will appear in Trafalgar Tours livery.

Mr Hawthorne said the Bovas were chosen after a thorough evaluation pro-

cess, which had considered purchase price, operating costs and residual values. "Although they are not the cheapest coaches, we reckon they will work out the best over a five-year period."

The company already undertakes a small amount of Trafalgar work in the capital and will now have 10 coaches in dedicated livery. Four Bova FHDs purchased in 1990 have given reliable service over the last four seasons.

■ COACH

Firm split up and sold off

BERE Regis Coaches of Dorset has split up, with the larger part reportedly being sold to Southern National (*Coach and Bus Week*, February 5).

Although no one from either part of the company was prepared to comment, it seems that the Dorchester depot, and around 25 vehicles have been disposed of.

Managing director Andrew Wylie is working from a new office in Blandford and has retained around 20 vehicles operating from Wimborne.

■ OBITUARY

Sudden death of chairman

ALBRECHT Auwärter (57) Neoplan chairman and driving force behind its establishment as a world-wide manufacturer, died suddenly on March 16.

A memorial service in Stuttgart on Thursday was attended by around 1,000 friends and business associates, including Stuart Johnson and other board members of UK Neoplan importer, SJ Carlton. Meanwhile it is understood that Bob Lee, Neoplan's long-serving chief designer and close associate of Mr Auwärter, will head the Neoplan board.



Low-line coaches replace Leyland Tigers

■ COACH

Three new Bovas for W&D

WILTS & Dorset has taken three of the new low-line Bova Futura Club coaches for National Express work and Bennetts of Newbury has ordered one to run alongside its fleet of high-line FHD Futuras.

Bova UK, a division of Optare, supplied the Wilts and Dorset vehicles and Bennetts Silverline went to Moseley in the South to add the Club to its three FHDs already on order.

The Wilts & Dorset vehicles are the first low-floor coaches to be accepted for Na-

tional Express work for many years. Wilts & Dorset operations director Andrew Bryce said: "Their design gives almost as much usable luggage space as a high floor and is adequate even for airport work."

The coaches will run from Yeovil and Salisbury to London and specification includes 49 reclining seats with a permanently mounted toilet at the rear of the saloon. They replace three Duple Tigers dating from 1984, which have been cascaded to Wilts & Dorset subsidiary

Damory Coaches of Blandford.

Mr Bryce said: "We were very impressed with the speed and punctuality with which the vehicles were delivered. The coaches were on the boat which the factory said they would be on when we ordered them 10 weeks before."

The Futura Club has a DAF RS 200L engine, which produces 272 bhp and drives a ZF S6-85 manual gearbox. Double glazing is a standard feature.

CBW

■ BADGERLINE has completed a four-week trial with a London Buses low-floor Dennis in Bath to use on routes with low bridges. Badgerline East director Martin Curtis said the bus was a success, coping with gradients with ease and proving very popular with young mothers carrying pushchairs. Badgerline is now waiting for funds from Avon County Council to support the permanent conversion of the route. The Wrights Pathfinder-bodied Dennis Lance SLF was borrowed from Centrewest, which is to operate them on the Uxbridge-Hounslow route.

■ GRAMPIAN Transport is planning to introduce escorts on school bus services after claims by a 12-year-old girl that she was deliberately pushed off a moving bus. Aberdeen schoolgirl Kelly Finnegan sustained two broken arms in the accident earlier this month. After consultations with Grampian Regional Council, GT will introduce supervisors on all county contracted schools services with more than 33 seats after Easter.

■ NATIONAL Express has introduced a new consultation process with its agents to speed up booking procedures and allow a greater input in marketing operations. Pilot discussions with agents in Leeds, Bristol and Cambridge last year have been seen by the company as a success, with nearly all the suggestions being acted upon. The talks have resulted in a revamped summer coach guide to ease the booking process, plans to introduce a family coach card and an improvement in routes. The consultation process is to be expanded to other agents and put on a regular footing.

■ A COMPUTER model which enables highway authorities to design road networks which reduce accidents has been unveiled by roads minister Robert Key. The project, involving the Department of Transport, York City Council, and the private sector, will enable road network and traffic-calming schemes to minimise accidents and injuries. Mr Key said: "Not only is this an excellent idea in its own right but it also demonstrates a striking illustration of the will and commitment of local and central government and the private sector to work together to reduce road accidents."

■ BUS

Electric service proves itself...

By Richard Simpson

BETTER performance than expected from Britain's first modern electric buses has allowed the Oxfordshire County Council-supported City Circuit service to be extended.

The service, which uses four specially-built Optare MetroRiders funded by Southern Electric and is run by recently-acquired GAG subsidiary City of Oxford Motor Services (*Coach and Bus Week*, October 30), links Oxford's rail and bus stations with the University Science Area and Radcliffe Infirmary. It will now run deeper into the

Science Area, serving Holywell Street and Mansfield Road.

No conventional bus routes serve the Science Area, and a ban on through traffic in Mansfield Road had to be amended to exempt the buses on this service.

Oxfordshire County Council director of planning and property services, David Young, said: "We have had lots of requests to serve the Science Area better and I am pleased to be able now to meet them. The buses have proved to be capable of going much further on a daily charge of



COMS electrics are better than expected

electricity than we thought at first, so can easily manage the extra distance; and the city council has helped in urgently pushing through the amendment to the traffic restriction. The number of passengers using the service is already growing rapidly, and I am sure this extension will make it even more useful and popular."

■ COACH AND BUS

Midibuses recalled

THE Vehicle Inspectorate has recalled 956 Mercedes midibuses for rectification work on their braking controls. Models 609D, 709D, 711D and 811Ds built between 1989 and 1992, with vehicle identification numbers 668 002/062/063, 669 003/303 and 670 303 may suffer from the brake pedal jamming on the retarder switch support bracket.

Other coaches and buses recalled in the second half of 1993 include 270 Scania K93, K112 and K113-chassied vehicles with VINs from 1808498 to 1822437 built between 1984 and 1993. The ABS systems on some of these vehicles may have been incorrectly wired, causing it to possibly become ineffective on one diagonal of the braking system.

Volvo/Leyland Olympian buses with front axle numbers 11667 - 20977 or rear axle numbers 11667 - 20989 may suffer from sticking brakes, because of painted actuator rods, which need to be replaced with zinc-plated components.

If you run any of the above vehicles and you suspect the work has not been done, you need to contact the service department of the relevant importer.

■ BUS

...and Hughes vehicles may come to the UK

ELECTRICALLY-powered low-floor and conventional design buses, already in limited operation in the USA, could become available in Britain.

Manufactured by General Motors subsidiary Hughes Power Control Systems, the buses have been produced as part of a drive to introduce zero-emission vehicles in California.

Hughes, an aerospace and defence company, is taking

advantage of the peace dividend to develop a range of sophisticated electric drive systems.

Its heavy-duty vehicle system has been designed for buses with weights between 3.6 and 10.8 tonnes and features a purpose-built AC motor and inverter/controller unit.

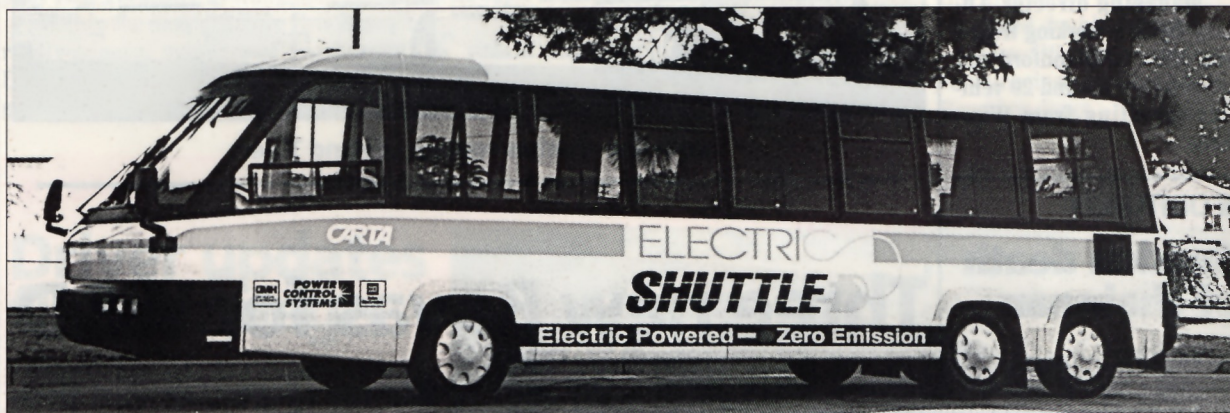
Two motors power each bus, and the low-floor version features independent drive to

each rear wheel with an electronic differential. The conventional version has a gearbox and mechanical differential.

The motors' ability to produce maximum torque from zero rpm, their sealed, lubricated construction and the lack of a multi-speed transmission and the regenerative braking systems mean that maintenance is much reduced compared to conven-

tional vehicles and the ride is smooth and silent.

Hughes claims to have taken a significant step forward in charging technology with its resonant design inductive chargers. Rapid non-contact charging via an ultra-safe coupling system developed for use in undersea applications tackles a significant objection raised to electric vehicles by British operators.



Hughes buses are part of drive for zero emissions

■ BUS

Front springs uprate beats Dart restriction

DENNIS has upgraded the 9.8-metre version of the best-selling Dart midibus chassis to provide a 10.5-tonne gross vehicle weight.

Revised front springs have upped the weight limit on the front axle from 3.5 to four tonnes - still well within

the axle's 4.3-tonne capacity. This allows operators to specify bigger fuel tanks and any body option, without affecting the vehicle passenger capacity.

But taking the vehicle to 10.5 tonnes means that a retarder becomes a mandatory

fitment to comply with EU legislation, so the 10-tonne version will continue for those operators who do not want to fit a retarder.

Dennis sales director Roger Heard said: "On some 9.8-metre Darts fitted with Telma retarders we were

finding that the body specification could take the vehicle right up to the 10-tonne GVW limit. To avoid compromising the Dart's carrying capacity the simple solution was to uprate the front springs."

CBW

■ COACH AND BUS

Fatal crash inquest prompts badges call

By Ian Young

THE reintroduction of compulsory driver badges is being called for by Buckinghamshire County Council after an inquest heard how a school minibus driver, killed in an accident, had no PCV licence.

The council's highways and public transport committee is urging transport secretary John MacGregor to reintroduce drivers' badges, but with photographs, to make spot checks easier.

The local authority has introduced new contract clauses forcing drivers to prove they have a licence, after a condemnation of United States Air Force and county council tendering procedures, by coroner Richard Hulett.

However, the council could not compel drivers to carry copies of their licences if spot checks were carried out.

As a consequence the committee is calling for a re-

turn of the compulsory badge system, abolished by the Government three years ago.

Public transport committee chairman David Shakespeare said: "We are carrying out spot checks on services operated under contract

to us. This job would be made easier if all drivers wore a badge indicating they have a valid licence."

The inquest was into the death of 49-year-old Bill Lutitt, of Hazlemere Mini Coaches, who crashed his vehicle, containing seven American school children, into an oncoming minibus.

Three children were seriously injured, including 14-year-old Tracy Dashiell, who went into a coma after the accident and is still re-



covering in hospital.

Paul Baker of Motts Travel has been too shocked to drive a bus since Lutitt's Talbot minibus careered across the road and collided with his vehicle last October.

It emerged that Lutitt had already been

refused a licence two years ago because of ill health but had still gained a United States Air Force contract to carry children to the airbase school.

Sarah Pearson, a Ministry of Defence employee for the United States Air Force, told the inquest that the production of licences was not a requirement of the contract.

A Buckinghamshire County Council transport co-ordinator, Roger Slevin, told

the inquest they awarded 700 contracts every year and did not check them, despite this being a contractual requirement.

Mr Slevin said: "We have to rely on the professionalism of the operators to comply with the rules."

Sergeant George Wrigley, of Amersham Traffic Police, read a statement he had sent to the coroner calling for police and local authorities to crack down on cowboy operators.

Sergeant Wrigley said: "He shouldn't have been behind the wheel because the DVLA had withdrawn his licence because of his heart condition. He was just over half way to being over the (drink drive) limit."

"This is an indication of what is happening all over the country with compulsory competitive tendering. This individual has come along with the cheapest contract. It has been taken at face value that he has requisite documentation."

■ COACH AND BUS

School bus safety plan

PROPOSALS to increase school bus safety at a seven-figure cost have been made by Strathclyde Regional Council's education committee. The move follows the death of a schoolboy in a road accident last month and a general increase in concern over safety on school transport.

The three-for-two seating rule is to be abandoned from August, at a cost of between £1 and £1.5 million in 1994-1995, rising to £2 million the following year.

In addition, lap belts will be fitted to council-owned minibuses and contractors will be required to fit belts to their own minibuses on school work.

SRC is also to increase the number of monitoring teams checking school bus operators. It has asked the Scottish Office to disregard budget overspend generated by these amendments in recognition of the lead that Strathclyde is taking in making transport for children safer.

■ Cambs move to ban deckers from school services: Page 10.

■ COACH

Driver cleared after boy dies

A DRIVER involved in a fatal accident in which a schoolboy was knocked down and killed has been cleared of driving without due care and attention by Barry magistrates.

The prosecution was bought privately after an inquest verdict of accidental death (*Coach and Bus Week*, February 26) on 13-year-old Scott Dunn, of Rhoose, who was knocked down after walking out from a stationary coach last April.

The private action was taken by Dunn's stepfather, James Dymond, against the driver of the coach involved, Stephen Higgins, of Porthcawl, South Wales, who was

working for Golden Coaches of Cowbridge, South Glamorgan.

The fatality occurred as Mr Higgins' vehicle hit Scott, who emerged from in front of a stationary coach from which he had just alighted.

Charles Cook, prosecuting, said Mr Higgins should have exercised greater care and attention before overtaking the stationary vehicle.

However, Russell Jenkins, defending, said Mr Higgins had been driving in a reasonable manner and no amount of foresight could have predicted someone coming out in front of the stationary bus.



Andrew's: an owner-driver going for a better vehicle

■ COACH

New DAF means expansion

SPALDING-based operator Colin Andrew has bought a DAF SB 2300 to expand his business into tour work.

The managing director of Andrew of Donington, near Spalding, said: "I used to have an AEC which I used for school contracts but I wanted something I could use for excursions. I know DAF and I am very pleased

with the vehicle."

Mr Andrew previously worked for Shaws Coaches of Whitley near Goole until becoming an owner driver.

The 53-seater coach has a Plaxton 3200 body with full draw curtains and centre carpets. It was supplied by Scania Coach Sales of Worksop.

CBW

■ BUS

Special services could replace bulk season tickets in Cambs

By Alan Millar

CAMBRIDGESHIRE County Council is inviting bids for most main school journeys in the county to see whether special services would be cheaper than bulk season tickets for local bus services.

Since 1980, Cambridgeshire has integrated most of its schools and local bus services but, after a small-scale exercise last year, it is testing the market this year by inviting bids for special services on main flows carried at present mainly by Cambus in Cambridge and surrounding villages.

The county's transport coordinating officer, Roger Macklin, says the council will need to satisfy itself that overall savings are possible.



Some parents argue deckers on some routes are unsafe for pupils

"The loss of bulk season ticket sales might cause the withdrawal of a commercial service. It's a very difficult equation to quantify."

In a separate exercise, the council is also reviewing safety standards on its

schools services. In common with many other authorities, it has reacted to recent school bus accidents by investigating whether it should increase supervision on school buses and whether double deckers and the

three-in-a-seat rule should continue.

"These are areas of parental concern," Mr Macklin said. "School buses are perceived to be a safety issue. In reality, we've not got a safety problem, but there

is a public perception of one."

The costs and benefits of the different possible changes are likely to be considered at an education committee meeting in June, but he says it is too early to predict how councillors will move.

Some parents of children attending schools in Ramsey, south of Peterborough, have been arguing that double-deckers are unsafe on twisting Fenland roads in the area.

Given the proximity of any decision to the start of the next school term and the cost of additional vehicles, any change is likely to be gradual; were the three-in-a-seat rule to go, there might be an annual reduction in the age limit.

■ BUS

City's P&R service may get third park

NEGOTIATIONS to buy a third car park for Cambridge's park-and-ride service may be completed by the end of the year.

The site, close to a junction with the M11 motorway to the west of the city, has been offered to Cambridgeshire by the university authorities. Work on designing the car park has begun, but the council cannot vote to buy the site until a price is agreed.

Rather than providing bus priorities for the new site, the council instead plans car priorities, with a quicker filter lane being incorporated into the adjacent M11 junction so that it is quicker to get into the car park than join the main road into the city. Traffic flows into the city present fewer problems for buses than on other roads in Cambridge.

At its next meeting, the council's transport committee is expected to give the final go-ahead for a bus lane to be provided on the city's Milton Road. Cambus has already told the council



More car parking space needed

that this will enable it to increase the frequency of its Millerbus division's cross-city commercial park-and-ride service from four to five buses an hour without needing to increase the frequency.

The council is also trying to buy additional space for the small southern park-and-ride car park on this route.

A report on the cost of re-opening the Cambridge-St Ives rail line as a park-and-ride service is to be discussed by the county's transport committee later this month. Earlier plans for trams and guided buses have been superseded by this proposal.

■ COACH

New Cambridge Birmingham run

CAMBRIDGE Coach Services is starting a four times a day Birmingham to Cambridge service later this month, along the route of the new A14 link road across Northamptonshire and Cambridgeshire.

CCS managing director Ian Roberts says it will be faster and marginally cheaper than National Express's service between the two cities, but he stresses that it is not a direct competitor as it follows a different route.

NatEx's service is part of a longer run from Liverpool to the Essex coast and runs via Northampton and Bedford; CCS will call at Huntingdon, Thrapston, Wicksteed Park, Kettering, Coventry and Birmingham airport.

It will terminate at the Bull Ring in Birmingham city centre, rather than at NatEx's Digbeth terminal.

End-to-end fares, payable to the driver, will be £11 single, £12 day return and £14 period return. CCS accepts on-bus payment by credit cards and will also offer season tickets.

Initially, it will be scheduled to take three hours, but Mr Roberts envisages reducing this to two-and-a-half hours after the A14 opens around the beginning of July, providing continuous dual carriageway from the M1/M6 intersection to the outskirts of Cambridge.

It will also be possible then to advertise through connections to Stansted airport on CCS's scheduled airport coach network.

Although the service is to be managed and marketed by CCS, one coach will be provided by fellow Blaze Field Holdings subsidiary Rover Coaches of Bromsgrove.

Cambridge Coach Services is planning to buy its first new coaches since the company was formed four years ago.

The size of the order has still to be finalised, but the vehicles will be Volvo B10Ms with Plaxton Premiere 350 bodies with maximum luggage space rather than continental doors, as they will be used primarily on the company's Cambridge to Gatwick airport services.

CBW

■ ADVERTISEMENT

Back under independent ownership

OUTSTANDING news for the whole British bus industry is that OPTARE is back under control of the management team which successfully developed the company from 1985, thus ending all uncertainty after the collapse of the United Bus Group.

Further good news is that the entire OPTARE bus range is continuing to be built with the additional availability of its award winning bodywork on some of the new UK-built chassis.

An indication of OPTARE'S strength, and the popularity of its product range was the company's continued trading throughout the period of United Bus' receivership, and the fact that not one vehicle order was cancelled.

Managing Director Russell Richardson, who led the employee buy-back, assured OPTARE'S customers that their faith was not misplaced. "We received tremendous support from all sectors of the bus industry

during our difficult time, and the whole workforce honours that support by continuing to produce innovative designs and high quality vehicles," he said.

Mr Richardson said that it had required a lot of commitment to re-purchase the going concern. "I made it clear from the start that I would not let the company go down, to buy the assets cheaply," he said. "This purchase is in the best interests of our customers, who continue to enjoy high quality back-up and support from us".

OPTARE has undertaken a business review to adjust its cost base in line with its independent status and, with corporate backing from the Midland Bank, is now in a strong financial position for the future.

The complete range of vehicles, which includes the MetroRider, StarRider, CityPacer, Delta, Vecta and Spectra continues in build as chassis supply has been unaffected.



Delta bodywork is now available on the Lance

■ DENNIS LANCE

First Lances

INDUSTRY confidence in OPTARE'S new policy of building on a wider range of bus chassis has come with the first orders from Ipswich Buses and Go-Ahead Northern for Dennis Lances with the award winning Alusuisse Delta bodywork.

The vehicles are already in build and the first will make its debut next month featuring the enhanced DiP-TAC requirements for 1994.

Although the orders were placed at a time when there was doubt over continued availability of DAF Bus Chassis, they demonstrate OPTARE'S ability to rapidly meet ever-changing market demands, by extending its vehicle range to encompass other chassis types.

Russell Richardson explained the change of manufacturing policy. "When we launched our range of vehicles over the last six years, they set new standards of design, engineering, accessibility, durability and low emissions, which led the way in the bus building industry.

Now, there is a whole new generation of UK-built chassis on the market, and customers are looking to OPTARE to provide its renowned whole-vehicle engineering and total product support on these chassis," he said.

In addition to the Delta/Lance combination, the company is currently looking at various other options for the future.



Cardiff Buses now operates 78 MetroRiders in service

■ RESULTS

Sales and orders up

OPTARE'S 1993 production, which was stimulated by the opening of a third production line, grew by 25 per cent, with a significant swing back to big-bus production.

Sales of the MetroRider, which remained Britain's

best-selling integral minibus approached the 1500 mark, and Vecta sales took off with over 50 built and delivered to the Westcourt group.

Orders for the first half of 1994 are strong, with significant orders now in place for 1995.

■ EXPANSION

New customers

RECOGNITION of the high quality of OPTARE vehicles, and a growing investment in new vehicles, has brought the company a large number of first-time customers as well as significant repeat orders from satisfied operators.

The success of the MetroRider has resulted in

electric buses being built for Southern Electric for operation in Oxford, sales to Lowland Scottish, Darlington Transport, Rossendale Transport, Capital Citybus, Pennine Blue and orders for Lincolnshire Road Car, North East Bus and Nottingham City Transport.

In brief

■ READING Buses has now introduced the first double-deck Spectra InterCity coach, which was exhibited at Coach & Bus 93, to its high-quality London Line service, and a second similar air-conditioned vehicle is being built. Reading has also purchased its fourth OPTARE Spectra for local bus services, and has a further three on order for 1994 delivery.

■ OPTARE'S division BOVA (UK), which has taken on a new role of importing and distributing the new BOVA range, continues to grow under the leadership of Chris Gee. Offering full dealership facilities, finance and after services support, a record sales year is expected in 1994. BOVA (UK) expects sales of at least 50 coaches, stimulated by the launch of the new FL Club and Express model, in addition to the improved FHD model.

■ THE UK Service division has been strengthened under the leadership of Peter Hale and offers full service, spares and support facilities for both OPTARE and BOVA products. The unmatched experience of Regional Service Managers Jamie Harper and Roger Kay, continues to provide a comprehensive after sales support service.

■ CALDAIRE Holdings subsidiary West Riding of Wakefield, which already operates 34 OPTARE MetroRiders from Wakefield and Castleford depots, has now ordered 11 further examples. Additional repeat orders for MetroRiders include more for Go-Ahead Northern, Northumbria Motor Services, Cambus Holdings, Burnley and Pendle, Cardiff Buses, Merseybus and London Buses. Municipalities ordering their first New Generation MetroRiders include Darlington and Rossendale Transport.

■ THE Westcourt Group, which owns United Automobile of Darlington, Teeside Motor Services of Stockton on Tees and District of Middlesbrough, is taking delivery of a further eight OPTARE Vectas in 1994 taking its total to 51. The company claims that investment in new vehicles makes significant savings in operating costs.

OPTARE

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THE AWARDS

YES, the entry form does say 1993 awards and that is exactly what it is for.

Just as the first *Coach and Bus Week* and *Telma Safety Awards* were presented last year for safety records during 1992, so this year's winners will be based on 1993 records.

Although there is no question that operators have always taken safety seriously, there is no doubt you are being asked to recognise that the public needs reassurance.

What better way than support the *Coach and Bus Week Telma* awards? Be prepared. We shall be looking for a prompt return to help the judges assess the winners.

These awards are open to all drivers and operators of coaches and buses.

Safe drivers

One award is for the top driver entry in the ROSCO safe driver competition. This is: Britain's Safest Driver trophy.

Safe operators

Our second set of awards — the Annual Operator Awards — are for companies which have taken the best initiatives to improve safety and have a good safety record.

There are three categories:

1. The top operator with 20 or fewer vehicles;
2. The top operator with 21-100 vehicles;
3. The top operator with 101 or more vehicles.

Accident records will again be judged but we will no longer simply insist on a strict count of recorded accidents involving a third party.

Instead we will be looking for good safety practice geared to keeping insurance claims under control. Reduced accidents mean fewer claims and lower premiums.

You have a better chance of winning now that the number of awards for operators has increased to three. Don't forget - we are looking for the operators who have taken the best safety initiatives during 1993.

You will be asked to list the steps your company took during the year to improve safety for your customers.

COACH AND BUS

Put your business on map and win...

By Mike Morgan

IT puts your business on the map as a caring safety-conscious operation and puts you in line for one of the industry's top safety trophies. And, should you enter the associated ROSCO safe driving awards, puts your drivers in line for a trophy and £500 in cash. These are the benefits of entering this year's *Coach and Bus Week Telma Safety Awards*.

Prestige is attached to the Annual Operator Awards which this year have been split into three categories with the emphasis on the best safety initiatives during 1993.

These awards await those with the best records in the industry, but the incentive is there for all coach and bus operators to enter.

Judges will identify winners among: fleets of 0-20; 21-100 vehicles and for fleets of 101 plus.

All winners receive a specially-embossed certificate as an added bonus.

In addition to the Operator Awards, a panel of industry experts will award the Safest Driver trophy based on entries for the 1994 Road Oper-

ators Safety Council safe driving competition.

The winner will be the driver judged to have the most impressive safe driving record. Again the winner gets a trophy, certificate and £500 cash prize.

But all entries under the ROSCO rules could qualify for 10, 15, 20, 25, 30, 35, 40, 45-year *Coach and Bus Week Telma* diplomas which will be presented alongside the established ROSCO

scheme.

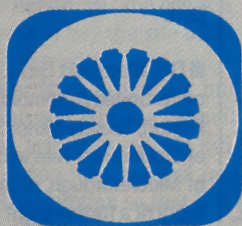
As last year all winners will also feature prominently in *Coach and Bus Week*, with maximum publicity and industry-wide recognition at a special presentation during the Autumn.

It is up to you to enter. So, for the Operator Awards, use the insert in this week's magazine and return by April 25.

Annual SAFETY AWARDS



Last year's winners shared the limelight

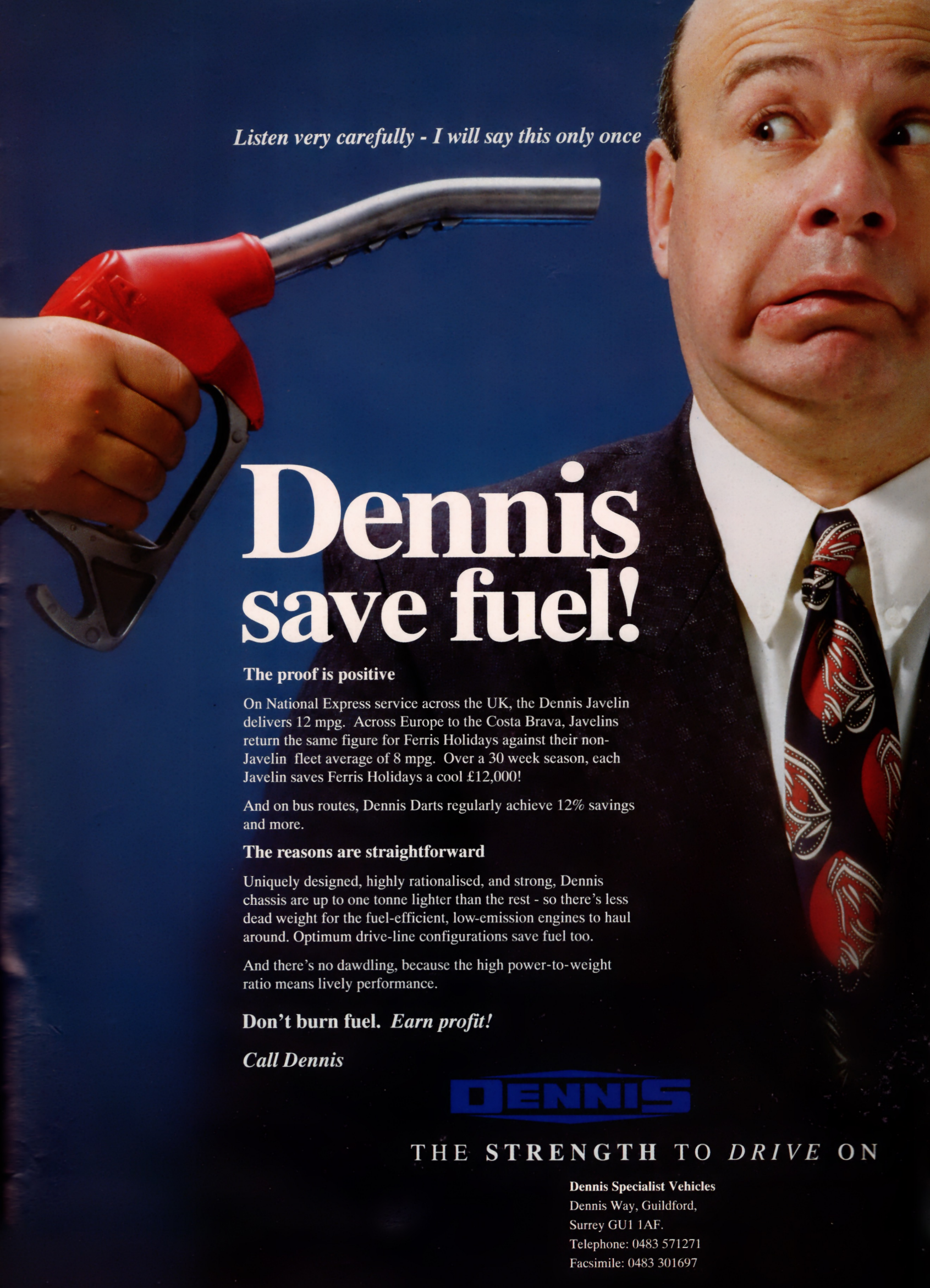


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y Tour[♪] by Scania

"Comfortshift gearbox, we now have 25 of their vehicles" – Simon Budden, Managing Director, Budden Coaches Ltd.



VOLVO

1990 (G) VOLVO B10M PLAXTON PARAMOUNT 3500, rear continental door, 53 reclining seats, double glazing, curtains, courier seat, radio/pa/cassette, MoT 13/3/95.

1989 (F) VOLVO B10M PLAXTON 3500 MK111, 6 speed ZF gearbox, low driver, 53 seats plus courier, rear toilet, drinks machine, fridge, double glazed, TV/video, radio/pa/cassette, curtains, Telma, aircraft lockers, MOT 27/02/95

1980 (PP) VOLVO PLAXTON SUPREME IV 12 METRE, 53 Seats, power door, radio/PA/ cassette, exterior white/blue/orange, moquette autumn tint, MoT 28/9/94.

SCANIA

1985 (PP) SCANIA K112 JONKHEERRE P599, 51 recliners, toilets, double glazed, radio/PA/ cassette, continental door, 2 TV/Videos water boiler + curtains. MoT 25/9/94.

SKYLINER

Immediate delivery, in stock this week - Skyliner Mercedes V8, twin turbo, 8SO ZF, 77 seats, tinted double glazed, toilet, washroom, kitchen, fridge, Webasto, ABS, air dryer, radio/PA/ cassette, drivers sleeping cabin, curtains, courier seat, headrest.

CITYLINER

April delivery in stock, CityLiner N116/3H tri-axle Mercedes V8, twin turbo, 8S21 ZF, 50 recliners, air conditioning, toilet, tinted double glazed, toilet, washroom, Telma, fridge, seat back tables, seat back nets, Webasto, ABS, radio/pa/cassette, drivers sleeping cabin, air brake dryer, kitchen, curtains, courier seat, headrest.

LEYLAND

1989 (G) LEYLAND TIGER (CUMMINS 290) PLAXTON 3500 FOUR STAR ZF gearbox, Telma 49 reclining seats + courier, O/S rear sunken toilet and continental door, double glazing, Eberspacher waterboiler, curtains, radio /PA/cassette, wired for TV/Video, Mot Oct 94.

1986 (C) LEYLAND TL11-260 BERKHOF EVEREST, 5 speed hydraulic gearbox, 3.7h/floor, 51 reclining seats, o/s centre sunken toilet, o/s continental door, curtains, retrimmed, choice of 4. MoT DEC 94

DAF

1986 (C) DAF (11.6) MB 230 DKFL PLAXTON 3500, 53 seats plus courier, 6 speed ZF gearbox, rear continental door, curtains, Tempo 100, radio/pa/stereo. New MoT

1982 (X) DAF DKTL PLAXTON SUPREME VI, ZF Splitter gearbox, side lockers, radio/PA/cassette, Bristol Dome, White/red exterior, red striped moquette, MoT 26/5/94.

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1990 (G) SCANIA K113 TRB 3 AXLE (363 BHP) VAN HOOL ASTROBEL, 10 speed CAG splitter gearbox, 67 seats, D/Gld, curtains, video TV monitor, toilet, washroom, radio/pa/cassette, Webasto, servery unit, fridge and water boiler, carpet under seats. Choice of ~~2~~ 2 ONLY REMAINING

1990 (G) SCANIA K113 ELITE VAN HOOL ALIZEE SUPER HIGH, 5 speed splitter gearbox, 49 seats plus courier, centre demountable toilet, centre continental door, drinks machine, fridge, double glazed, TV/video, radio/pa/cassette, alloy wheels, curtains, moquette grey/red, Telma, ABS, ferry lift, MOT 10/12/94 CHOICE OF 2 1 ONLY REMAINING



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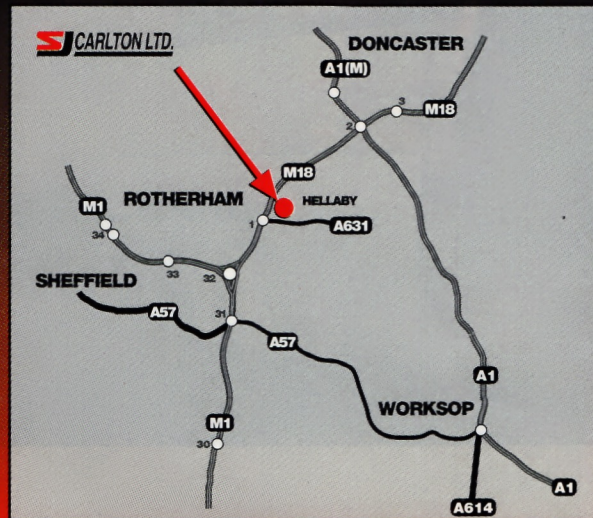
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Deals and discounts

■ **BRITAIN'S** oldest theme park, Blackgang Chine on the Isle of Wight, celebrates its 150th anniversary and will be holding a number of special events throughout the year. Group rate tickets are £4 for an all-in ticket and £3 for school rates will guarantee entry to all the whole park including a major new attraction, Rumpus Mansion.

Details from Blackgang Chine on 0983 730330.

■ **NORTH** Sea Ferries has introduced an inclusive short-break service for operators which combines ferry and hotel accommodation in the price. The group packages include overnight ferry crossings from Hull to Rotterdam or Zeebrugge with five-course evening meal and breakfast in each direction and one or two nights accommodation in France, Belgium or the Netherlands. The low season net prices range from £47 for a two-star Paris hotel to £55 for a three-star hotel in Ostend.

Details from North Sea Ferries on 0482 795141.

■ **THORPE** Park has reduced group rates for the coming season as part of its Pricebusters promotion programme. A coach party of 25 adults and 25 children would have paid £362.50 in August 1991. The price this year has been reduced to £287.50. School rates also remain unchanged for the third successive year at £4 per person, representing a £6.50 saving on the full price.

Details from Thorpe Park on 0932 569393.

ON TOUR EUROPE

Operators upset by ferry route closure

OLAU Line is to close its Sheerness to Vlissingen service in May. The decision, which reduces coach capacity on short-sea cross-Channel crossings, was met with regret by operators, who praised the company for its high standards of service.

Managing director of Gillingham-based Kings Ferry, Peter O'Neal, said: "The closure of the service is a great shame. It was very popular with the business and conference market and there is no other overnight crossing from Kent which can replace it. I think there

By Ian Young

is a market for the service and hope another company can take over and continue the crossing."

Graham Fry, managing director of Tenterden-based Warren Coaches, called it an outstanding service and would be sorry to see it go even though his company only made a few crossings from the Sheerness terminal. Operators are now transferring work to other Kent ports who have been receiving inquiries about transferring bookings.

Olau blames the failure of German unions to agree to cost cutting in the face of intensifying competition from rival ferry operators for the end of the service.

The company failed to reach an agreement with the German Transport Union OTV to have the ship reflagged outside Germany and renegotiate pay scales.

Service was resumed on March 20 after the German crew called off a week long sit-in on the MV Hollandia in Vlissingen and will continue to late May when it is



likely to be withdrawn.

However, the company has not given a definite indication as to whether another operator will take over the route with new ships.

It had originally planned to swap the two Sheerness-based ships, Hollandia and Britannia, with two vessels from its sister company TT-Line ferries, which operates services in the Baltic, but Olau shareholders have decided to charter or sell the vessels.



ON TOUR UK

D-Day decker

A PRESERVED 1940s Guy Arab decker will be back on the streets of Southampton this summer as part of the D-Day commemorations. Southampton Citybus is launching the vehicle for theme tours which transport passengers back to 1944. The trip will include characters from the period including a GI, a local Southampton dockie, a Home Guard soldier and a visit to an existing air-raid shelter. Picture shows the service being launched by Citybus commercial manager Phil Blair.

ON TOUR UK

Two dozen new M-way service stations planned

DEREGULATION of motorway services has encouraged the planned construction of 24 new sites over the next two years.

The deregulation proposals allow service stations more freedom to expand retail services, accommodation and leisure facilities.

The statutory requirements will remain to open 24 hours a day, and provide short-term free parking and toilets, to the delight of operators who feared these services would be optional.

The new freedoms also reduce the minimum distance between stations from 30 to 15 miles and are expected to produce a variety of service stations both large and small.

One of the first stations to open

after deregulation will be Annandale Water on the M74, the main route to Glasgow and the Highlands.

The project's owner, Blue Boar, said the service station would be a landmark for the company in trying to turn a necessary stop into an enjoyable and relaxing interlude to people's journeys.

Special coach parking, a 200 cover restaurant, a general store, tourist shop, bank, showers, and a baby room are all being developed on the site.

The main building and filling station is designed to blend in with the picturesque Dumfries landscape and will have facilities to accommodate a hundred customers during the busy summer months.

Eurowatch

WEATHER

City	Average temperature last week	City	Average temperature last week
Paris	13C / 55F	Oslo	4C / 39F
Rome	17C / 63F	Stockholm	2C / 36F
Brussels	10C / 50F	Dublin	9C / 48F
Berlin	8C / 47F	Athens	17C / 63F
Lisbon	20C / 68F	Vienna	14C / 57F
Madrid	20C / 68F	Zurich	11C / 52F

DIESEL PRICES

Country	Diesel price per litre in Sterling £	Country	Diesel price per litre in Sterling £
France	0.47	Norway	0.56
Italy	0.51	Sweden	0.59
Belgium	0.49	Eire	0.52
Germany	0.45	Greece	0.38
Portugal	0.40	Austria	0.45
Spain	0.42	Switzerland	0.59

HOLIDAY POUND

Country	Currency exchange rate	Country	Currency exchange rate
France	8.57 FF/£	Norway	10.91 NoK/£
Italy	2485 Lire/£	Sweden	11.70 SKr/£
Belgium	51.83 BFr/£	Eire	1.04 Punt/£
Germany	2.52 DM/£	Greece	362 Drach/£
Portugal	258.90 Es/£	Austria	17.25 Sch/£
Spain	206.7 Pta/£	Switzerland	2.12 SFr/£

COACH AND BUS WEEK GOES ON TOUR — SEE PAGES 39-42

Another threat to the industry from Brussels

THE proposed EC Distance Selling Directive will apply to all contracts between suppliers and consumers for services and goods concluded at a distance. That is - not face-to-face contracting (*Coach and Bus Week*, November 20, 1993).

It will regulate the sale of goods and services by catalogue ordering, direct mail, fax, telephone buying and selling, and by classified advertising.

The main clause which will cause concern states: "No prepayments may be required of the consumer before delivery of the product

Just when you felt you had come to terms with the EC directive on packaged travel, Chris Wales warns, you are about to be hit with another directive that has massive implications for the coach holiday business

or performance of the service."

There have been two drafts of this directive and the second draft makes no exemption for the holiday industry. If it remains in its present form the main problems will be:

- Cash flows will be decimated;
- If consumers pay when they return from holidays, the retailers and organisers will have trouble paying the sup-

pliers of their service - ie coach operators, ferries, hotels etc;

- Consumers may decide, on their own, that they only enjoyed half the holiday - so they will only pay half;
- Payment by credit card will also cause problems. The cardholder will have the right to withdraw the payment authority if there is any other doubt/complaint about the validity of the contract concluded at a distance. This will seriously affect last-minute sales;
- There is a seven-day cooling off period when contracting.

CBW

So what can we do to protect our futures?

- Make sure that everyone is aware of the problems that the Distance Selling Directive will cause the holidays industry.
 - Write to your MEP (this is particularly important, as MEPs are likely to have the most clout at this stage of the legislation).
 - Write to the Department of Trade and Industry (Henry Marsden, Consumer Affairs Division, Department of Trade and Industry, Room 515, 10-18 Victoria Street, London SW1H 0NN).
 - Write to your MP.
 - Do everything you can think of to make sure everyone realises how serious the situation is.
- You are urged to react to this unacceptable piece of legislation. The Institute of Travel and Tourism has made representation at Government level but it needs all the support it can get.
- Chris Wales is chairman of the Institute of Travel and Tourism and Le Shuttle coach sales manager.

Hughes DAF

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- 1993 K DAF MB230LT**, Van Hool Alizee H, 51R/Toilet
- 1993 K DAF SB3000**, Van Hool Alizee H, 51R/Toilet
- 1993 K DAF SB3000 Auto**, Van Hool Alizee H, 51R/Rear Toilet
- 1992 J DAF MB230LT**, Van Hool Alizee H, 51R/Toilet
- 1992 J DAF MB230LB**, Van Hool Alizee H, 51R/Toilet
- 1992 J DAF SB3000**, Van Hool Alizee DH, 51R/Toilet
- 1992 J DAF SB3000 Auto**, Van Hool Alizee H, 51R/Toilet
- 1992 J DAF SB220 Auto**, Ikarus 480 City Bus, 48
- 1990 G DAF MB230L**, Van Hool Alizee DH, 51R/Toilet
- 1990 G DAF SB3000**, Van Hool Alizee DH, 51R/Toilet
- 1990 G DAF SB2305**, Van Hool Alizee DH, 51R/Toilet
- 1990 G DAF MB230LT**, Van Hool Alizee SH, 53R/Toilet
- 1989 F DAF MB230LT**, Plaxton 3500, 53R

Hughes DAF HIRE

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- WITH YOUR DRIVERS ●
- WITH YOUR QUALITY OF SERVICE ●



Hughes DAF

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PARTS & SERVICE

**FOR FULL DETAILS
TELEPHONE: 0274 681144**

1989 F DAF MB230LB, Plaxton 3500, 51R/Toilet

1989 G DAF SB2305 DHTD, Plaxton 3200LD, 57

1989 F DAF SB2305 DHTD, Plaxton 3200LD, 57

1988 E DAF SB2300, Van Hool Alizee H, 51R/Toilet

1988 E DAF MB230LB, Van Hool Alizee H, 51R/Toilet

1988 E DAF MB230LT, Plaxton 3500, 53R/Toilet

1988 E DAF MB230LB, Plaxton 3500, 53R

HIGH QUALITY USED COACHES

1989 F DAF MB230VL, Caetano Algarve, 53R

1985 C DAF SB2300, Plaxton 3200, 53R

1987 E DAF MB230FL, Plaxton 3500, 55R

1987 D DAF SB2305, Plaxton 3500, 49R/Toilet

1987 D VOLVO B10M, Caetano Algarve, L/D, 51R, toilet

1986 C LEYLAND TIGER CARIBBEAN, 53 recliners

1984 BOVA FUTURA, low floor, 53R



Don't give customers the ch

FROM the data unearthed and illustrated last week I have been able to construct my customary pricing tables.

As usual, a selection of them follow. I set a lot of store on the ability of any member of staff being able to give consistent and correct prices with the minimum of delay.

Unless the inquiry necessi-

If your aim is to price private hires without having to ring the customer back, this week's handy tables are the perfect guide. Next week tables are for tours and excursions

tates some research, the aim is to be able to price any hire without having to ring the customer back - and preferably without breaking the conversation.

The last thing I want to do is

give customers the chance to get other quotes or to book elsewhere while they are waiting for a verbal quotation. This latter is, of course, always confirmed in writing the same day.

I give the usual disclaimer: these tables were prepared for my use, using my figures, relating to my particular circumstances. They are intended to be illustrative of a process, and certainly not any form of recommended prices.

It will be noted that I have made an addition to the 1994 price tables to give guidance to staff using them about the cost of complying with the Package Tour Regulations.

**TABLE 1
EXECUTIVE COACH AT FULL PRICE**

DATA: Turnout charge of £34
Plus: Charge per hour of £16
Plus: Charge per mile of 50 pence

MILES	650	599	583	567	551	535	519	503	487	471
600	574	558	542	526	510	494	478	462	446	
550	549	533	517	501	485	469	453	437	421	
500	524	508	492	476	460	444	428	412	396	
475	512	496	480	464	448	432	416	400	384	
450	499	483	467	451	435	419	403	387	371	
425	487	471	455	439	423	407	391	375	359	343
400	474	458	442	426	410	394	378	362	346	330
375	462	446	430	414	398	382	366	350	334	318
350	449	433	417	401	385	369	353	337	321	305
325	437	421	405	389	373	357	341	325	309	293
300	424	408	392	376	360	344	328	312	296	280
275	412	396	380	364	348	332	316	300	284	268
250	399	383	367	351	335	319	303	287	271	255
225	387	371	355	339	323	307	291	275	259	243
200	374	358	342	326	310	294	278	262	246	230
190	369	353	337	321	305	289	273	257	241	225
180	364	348	332	316	300	284	268	252	236	220
170	359	343	327	311	295	279	263	247	231	215
160	354	338	322	306	290	274	258	242	226	210
150	349	333	317	301	285	269	253	237	221	205
140	344	328	312	296	280	264	248	232	216	200
130	339	323	307	291	275	259	243	227	211	195
120	334	318	302	286	270	254	238	222	206	190
110	329	313	297	281	265	249	233	217	201	185
100	324	308	292	276	260	244	228	212	196	180
90	319	303	287	271	255	239	223	207	191	175
80	314	298	282	266	250	234	218	202	186	170
70	309	293	277	261	245	229	213	197	181	165
60	304	288	272	256	240	224	208	192	176	160
50	299	283	267	251	235	219	203	187	171	155
40	294	278	262	246	230	214	198	182	166	150
30	289	273	257	241	225	209	193	177	161	145

HOURS 15 14 13 12 11 10 9 8 7 6 5 4 3

ADJUSTMENTS ON DAY HIRES:

PLUS: £6 per hour for second driver or courier and any excessive parking charges

LESS: £34 if the hire is not over morning or afternoon peaks on schooldays

TO CALCULATE EXTENDED TOURS:

(If the hirer accepts Package Tour Regulation responsibility):

UK: £176 per day, plus 50p per mile, plus any parking and accommodation costs and £60 per day for second driver.

EUROPE: £206 per day, plus 50p per mile, plus any parking and accommodation costs and £73 per day for second driver.

PACKAGES: If price is to form part of a package to be sold inclusive of compliance with the Package Tour Regulations, add:

UK tours - £2.50 per passenger;

Europe - £3.50 per passenger

**TABLE 2
57-53 SEATER COACH AT FULL PRICE
OR EXECUTIVE COACH AT MID-SEASON PRICE**

DATA: Turnout charge of £34
Plus: Charge per hour of £14.50
Plus: Charge per mile of 48 pence

MILES	650	564	549	535	520	506	491	477	462	448
600	540	525	511	496	482	467	453	438	424	
550	516	501	487	472	458	443	429	414	400	
500	492	477	463	448	434	419	405	390	376	
475	480	465	451	436	422	407	393	378	364	
450	468	453	439	424	410	395	381	366	352	
425	456	441	427	412	398	383	369	354	340	325
400	444	429	415	400	386	371	357	342	328	313
375	432	417	403	388	374	359	345	330	316	301
350	420	405	391	376	362	347	333	318	304	289
325	408	393	379	364	350	335	321	306	292	277
300	396	381	367	352	338	323	309	294	280	265
275	384	369	355	340	326	311	297	282	268	253
250	372	357	343	328	314	299	285	270	256	241
225	360	345	331	316	302	287	273	258	244	229
200	348	333	319	304	290	275	261	246	232	217
190	343	328	314	299	285	270	256	241	227	212
180	338	323	309	294	280	265	251	236	222	207
170	334	319	305	290	276	261	247	232	218	203
160	329	314	300	285	271	256	242	227	213	198
150	324	309	295	280	266	251	237	222	208	193
140	319	304	290	275	261	246	232	217	203	188
130	314	299	285	270	256	241	227	212	198	183
120	310	295	281	266	252	237	223	208	194	179
110	305	290	276	261	247	232	218	203	189	174
100	300	285	271	256	242	227	213	198	184	169
90	295	280	266	251	237	222	208	193	179	164
80	290	275	261	246	232	217	203	188	174	159
70	286	271	257	242	228	213	199	184	170	155
60	281	266	252	237	223	208	194	179	165	150
50	276	261	247	232	218	203	189	174	160	145
40	271	256	242	227	213	198	184	169	155	140
30	266	251	237	222	208	193	179	164	150	135

HOURS 15 14 13 12 11 10 9 8 7 6 5 4 3

ADJUSTMENTS ON DAY HIRES:

PLUS: £6 per hour for second driver or courier and any excessive parking charges

LESS: £34 if the hire is not over morning or afternoon peaks on schooldays

TO CALCULATE EXTENDED TOURS:

(If the hirer accepts Package Tour Regulation responsibility):

UK: £160 per day, plus 48p per mile, plus any parking and accommodation costs and £60 per day for second driver

EUROPE: £190 per day, plus 48p per mile, plus any parking and accommodation costs and £73 per day for second driver

PACKAGES: If price is to form part of a package to be sold inclusive of compliance with the Package Tour Regulations, add:

UK tours - £2.50 per passenger,

Europe - £3.50 per passenger

ance to look elsewhere

Just as we have recognised that these can be a burden, and do involve additional costs - so have group organisers.

They are quite keen to let us shoulder the burden and have even been known to book a coach for a tour and then, quite casually, ask us to book the party into a specified hotel - the rates of which they have already ascertained.

They tend to recoil at the cost quoted for doing this in a manner

compliant with the Package Tour Regulations. I am, therefore, adopting a policy when asked to quote for any extended hire of establishing first who will be the packager for the purpose of the Regulations - and then quoting accordingly.

My only other comment about these tables is that most of them have more than one application, according to the season. I do not apply this to slack or busy times of the year, but to particular days.

As the diary for any particular day fills up, the system is geared to quote higher prices - and even to offer alternative (lower) prices for less busy days. Often the actual day is not too important and a lower price will induce a booking for a less busy day.

This has beneficial effect on vehicle and driver utilisation, and leaves the capacity at the busier times available for those prepared to pay the premium price.



TABLE 3

**52-45 SEATER COACH AT FULL PRICE
OR 57-53 SEATER COACH AT MID-SEASON PRICE
OR EXECUTIVE COACH AT OFF SEASON PRICE**

DATA: Turnout charge of £34
Plus: Charge per hour of £14
Plus: Charge per mile of 46 pence

MILES	650	543	529	515	501	487	473	459	445	431
650	543	529	515	501	487	473	459	445	431	
600	520	506	492	478	464	450	436	422	408	
550	497	483	469	455	441	427	413	399	385	
500	474	460	446	432	418	404	390	376	362	
475	463	449	435	421	407	393	379	365	351	
450	451	437	423	409	395	381	367	353	339	
425	440	426	412	398	384	370	356	342	328	314
400	428	414	400	386	372	358	344	330	316	302
375	417	403	389	375	361	347	333	319	305	291
350	405	391	377	363	349	335	321	307	293	279
325	394	380	366	352	338	324	310	296	282	268
300	382	368	354	340	326	312	298	284	270	256
275	371	357	343	329	315	301	287	273	259	245
250	359	345	331	317	303	289	275	261	247	233
225	348	334	320	306	292	278	264	250	236	222
200	336	322	308	294	280	266	252	238	224	210
190	331	317	303	289	275	261	247	233	219	205
180	327	313	299	285	271	257	243	229	215	201
170	322	308	294	280	266	252	238	224	210	196
160	318	304	290	276	262	248	234	220	206	192
150	313	299	285	271	257	243	229	215	201	187
140	308	294	280	266	252	238	224	210	196	182
130	304	290	276	262	248	234	220	206	192	178
120	299	285	271	257	243	229	215	201	187	173
110	295	281	267	253	239	225	211	197	183	169
100	290	276	262	248	234	220	206	192	178	164
90	285	271	257	243	229	215	201	187	173	159
80	281	267	253	239	225	211	197	183	169	155
70	276	262	248	234	220	206	192	178	164	150
60	272	258	244	230	216	202	188	174	160	146
50	267	253	239	225	211	197	183	169	155	141
40	262	248	234	220	206	192	178	164	150	136
30	258	244	230	216	202	188	174	160	146	132

HOURS 15 14 13 12 11 10 9 8 7 6 5 4 3

ADJUSTMENTS ON DAY HIRES:

PLUS: £6 per hour for second driver or courier and any excessive parking charges

LESS: £34 if the hire is not over morning or afternoon peaks on schooldays.

TO CALCULATE EXTENDED TOURS:

(If the hirer accepts Package Tour Regulation responsibility):

UK: £154 per day, plus 46p per mile plus any parking and accommodation costs and £60 per day for second driver

EUROPE: £184 per day, plus 46p per mile, plus any parking and accommodation costs and £73 per day for second driver

PACKAGES: If price is to form part of a package to be sold inclusive of compliance with the Package Tour Regulations, add:

UK tours - £2.50 per passenger;

Europe - £3.50 per passenger

TABLE 4

**44-30 SEATER COACH AT FULL PRICE
OR 52-45 SEATER COACH AT MID-SEASON PRICE
OR 57-53 SEATER COACH AT OFF SEASON PRICE**

DATA: Turnout charge of £34
Plus: Charge per hour of £13.50
Plus: Charge per mile of 44 pence

MILES	650	523	509	496	482	469	455	442	428	415
650	523	509	496	482	469	455	442	428	415	
600	501	487	474	460	447	433	420	406	393	
550	479	465	452	438	425	411	398	384	371	
500	457	443	430	416	403	389	376	362	349	
475	446	432	419	405	392	378	365	351	338	
450	435	421	408	394	381	367	354	340	327	
425	424	410	397	383	370	356	343	329	316	302
400	413	399	386	372	359	345	332	318	305	291
375	402	388	375	361	348	334	321	307	294	280
350	391	377	364	350	337	323	310	296	283	269
325	380	366	353	339	326	312	299	285	272	258
300	369	355	342	328	315	301	288	274	261	247
275	358	344	331	317	304	290	277	263	250	236
250	347	333	320	306	293	279	266	252	239	225
225	336	322	309	295	282	268	255	241	228	214
200	325	311	298	284	271	257	244	230	217	203
190	321	307	294	280	267	253	240	226	213	199
180	316	302	289	275	262	248	235	221	208	194
170	312	298	285	271	258	244	231	217	204	190
160	307	293	280	266	253	239	226	212	199	185
150	303	289	276	262	249	235	222	208	195	181
140	299	285	272	258	245	231	218	204	191	177
130	294	280	267	253	240	226	213	199	186	172
120	290	276	263	249	236	222	209	195	182	168
110	285	271	258	244	231	217	204	190	177	163
100	281	267	254	240	227	213	200	186	173	159
90	277	263	250	236	223	209	196	182	169	155
80	272	258	245	231	218	204	191	177	164	150
70	268	254	241	227	214	200	187	173	160	146
60	263	249	236	222	209	195	182	168	155	141
50	259	245	232	218	205	191	178	164	151	137
40	255	241	228	214	201	187	174	160	147	133
30	250	236	223	209	196	182	169	155	142	128

HOURS 15 14 13 12 11 10 9 8 7 6 5 4 3

ADJUSTMENTS ON DAY HIRES:

PLUS: £6 per hour for second driver or courier and any excessive parking charges

LESS: £34 if the hire is not over morning or afternoon peaks on schooldays.

TO CALCULATE EXTENDED TOURS:

(If the hirer accepts Package Tour Regulation responsibility):

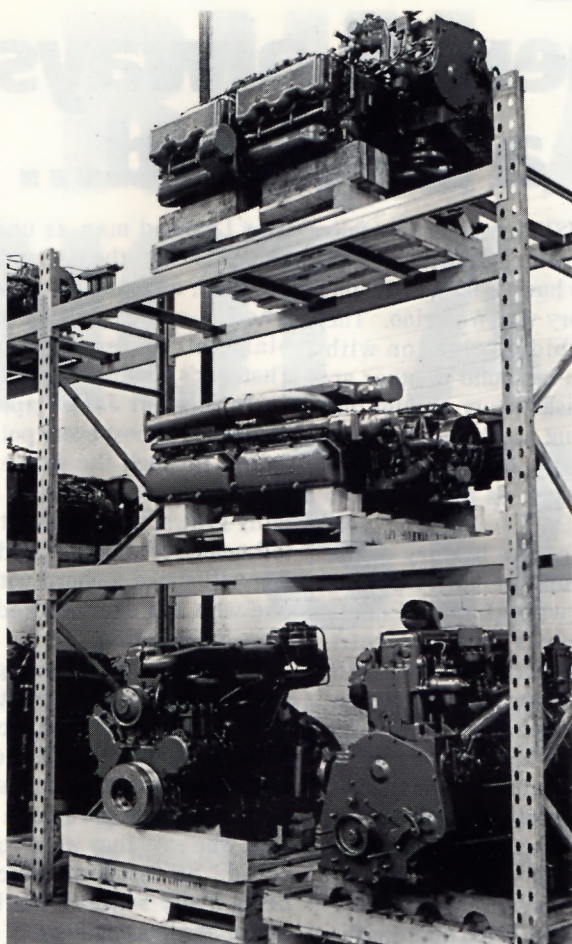
UK: £149 per day, plus 44p per mile plus any parking and accommodation costs and £60 per day for second driver

EUROPE: £179 per day, plus 44p per mile, plus any parking and accommodation costs and £73 per day for second driver

PACKAGES: If price is to form part of a package to be sold inclusive of compliance with the Package Tour Regulations, add:

UK tours - £2.50 per passenger;

Europe - £3.50 per passenger



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There'll always be a Leyland...

BRITISH historians love failure. The last British victory to have lodged in the public memory was Waterloo. The same morbid fascination with failure can be found in other areas of British history, and for this reason Doug Jack's latest tome - *Beyond Reality Leyland Bus - The Twilight Years* - is impossible to pass by.

It traces the history of the marque from the happy days of the 1960s when Leyland made trucks, buses and a profit, through the formation of BLMC, the design of the Leyland National and the opening of the huge Workington factory, to the inevitable collapse of the market, the takeover by Volvo and the extinction of the Leyland Bus name.

Fortunately, it has far more interesting content than the average enthusiast book, and devotes space to examining the political and business decisions made.

The author, himself once a se-

nior Leyland man, is uniquely placed to chart the rise and fall of Leyland, and pulls no punches when it comes to placing the blame at the feet of Margaret Thatcher's administration.

In fact, Mr Jack's apparent dislike for almost every politician shines through the whole book. His descriptions of how, as a company grows, the administrative tail comes to wag the productive dog will strike a chord with anyone who has ever worked for a large organisation.

But errors on the design and engineering side are treated far more kindly. For instance, the many woes which afflicted the Lynx single-decker are skated over in a single paragraph by Mr Jack who says they were "quickly cured," an assertion which will bring a wry smile to the lips of one or two bus engineers.

● *Beyond Reality Leyland Bus - The Twilight Years* by Doug Jack - Venture Publications, price £19.95.

Eye, Eye, Captain...

GM BUSES South's latest weapon to win the battles of Wilmslow Road comes with the backing of that well known seafarer Captain Birds Eye, who will diplomatically conceal the majority of passengers through extensive use of contravision advertising.

With 15 operators now wooing university students on the most competed road in Europe, and

Stagecoach Manchester planning to join the fray, GMBS has found a new gimmick to pack them in.

The double decker is scheduled to visit other parts of the country on promotional work for the Captain, but its primary function is to ensure that passengers are as tightly packed as the product.

Perhaps the next advert bus will be sponsored by John West?

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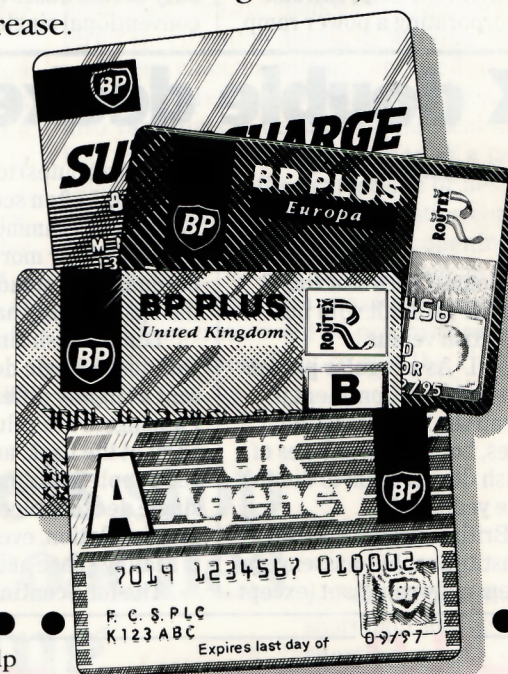
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The commercial case for easy-access buses speaks for itself

From Charles Moseby

SIR

As the leading UK manufacturer of easy access low-floor buses, we are happy to take up the challenge from Peter Nash of Busways Travel Services (*Coach and Bus Week*, March 5) to prove their commercial case.

As Mr Nash observes, easy-access buses are more complex vehicles to build as the bodywork has to bear many of the stresses borne by chassis of conventional buses and consequently they are more expensive to buy. But they also are designed for long life.

The Wright Pathfinder 320 easy-access bus, as already built for London Buses and the Go-Ahead Group, uses the proven Alusuisse bolted aluminium construction system which does not corrode, is extremely strong and is easily repaired.

The initial cost of an easy-access bus, in the most extreme case incorporating a power ramp,

is about £25,000 more than an equivalent conventional single-decker. Our soundings among operators tell us that, over a 15-year life, a bus operating for 310 days a year and carrying 450 passengers a day paying an average fare of 60p per journey will only need to carry an extra nine passengers a day (a two per cent increase) to recoup that additional cost (*Coach and Bus Week*, March 19).

Research in Germany, where access buses are operated in many towns and cities and where statistics are now available, shows there has been a three per cent increase in carryings and there is a snowball effect as more routes are converted and potential passengers feel confident they can rely on an easy-access bus turning up at their stop.

German and Dutch operating experience also shows that fewer buses are required to provide the same frequency of service as easy-access buses load faster than conventional single-deckers.

Although easy-access buses are fully accessible to wheelchair users, their biggest benefit to the bus operator is that they make bus travel far more practicable for two of the biggest markets of today: parents with baby buggies and heavy shopping; and elderly people who find even modest steps on buses a problem. There are over two million children aged three or less and within 10 years there will be 40 per cent more people aged 65 or more.

We believe the commercial case for easy-access buses speaks for itself and our confidence has been greatly reinforced this month by the large numbers of operators and local-authority representatives who have come along to regional roadshows around Britain to look at our Pathfinder buses in closer detail.

Charles Moseby
UK sales manager
Robert Wright & Son
Ballymena
Northern Ireland



Write to: The Editor,
Coach and Bus Week,
EMAP Response
Publishing Ltd,
Wentworth House,
Wentworth Street,
Peterborough, PE11DS,
or by fax: 0733 62656

The editor is always pleased to receive letters for publication in *Coach and Bus Week* and will, if requested, publish these anonymously. But please attach your name and address for our information.

UK double decker has outlived usefulness

From Roger Sexton

SIR

Various items (*Coach and Bus Week*, March 12) dealt with bus design, British versus Continental. As a regular passenger on British and Continental buses I can see advantages on both sides, but the advantages of the British design seem to diminish as the years go by.

The British decker is a wonderful institution, but passengers are increasingly reluctant (except

on tourist routes) to travel upstairs. I often see deckers with passengers crammed in downstairs (with far more than the traditional eight standing) but with the upstairs only half occupied.

Long British single deckers with just a single doorway present a slightly different problem. Passengers are reluctant to stand or sit at the back, and I regularly see people standing at the front of single deckers blocking passenger circulation, even though there is seating space at the rear.

The long continental single

decker with two, three or even more doors but far fewer seats has much better passenger circulation when the bus is crowded. Moreover, the scarcity of seats leaves plenty of room for luggage, shopping trolleys, and prams.

The Continental practice of lifting the buggy/pram on to the bus with the baby still inside must be kept firmly in mind. Fellow passengers (even total strangers such as myself) automatically help mothers with this manoeuvre, to be contrasted with the tiresome business of collaps-

ing the buggy.

The advantages of the Continental design become even more apparent if the bus (or tram) is low floor, something which is rapidly becoming the norm in Germany and elsewhere. Not only are such vehicles more accessible to the elderly and/or disabled, but mothers with buggies/prams just wheel them in.

Roger Sexton
Senior lecturer
Nottingham Trent University
Nottingham

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Creature comforts - an inside story

Impressions count. And, while there's nothing like a stylish vehicle in a smart livery for making a good first impression, passengers' lasting memories of any journey are likely to be coloured by the state of the coach's interior. Richard Simpson examines some different approaches to interior fitment and reconditioning



Most passengers have an opinion on coach interiors

THE art of running a successful coaching business is being able to provide the right vehicle for the job at the right price. Marksman's costing tables, currently running in this magazine, provide valuable guidance on price. But pricing only becomes relevant if you can provide the right vehicle for the job.

The vast majority of customers could not care less what make of vehicle turns up at the start of a trip. Indeed, at the end of the day, if you asked the passengers what make of vehicle they had been travelling on, the chances are that they would be unable to tell you. But ask them about aspects of the vehicle relating to their comfort; such as seat type and spacing, interior temperature levels, on-board facilities and even the inte-

rior colour scheme, and most will venture an opinion.

Next to reliability, punctuality and driver attitude, providing the correct level of interior amenity and comfort is probably the most important factor when it comes to getting repeat business.

Passengers who have been confined cramped and squirming in a coach with short-space seating and no facilities on a transcontinental run are unlikely to want to repeat the experience.

Equally, there is no point in having a vehicle equipped with every amenity under the sun unless there is suitable work at a price which can support it. The flagship of the fleet can easily become a ruinous white elephant.

Canny operators who want to make the

most of their vehicles will be prepared to make quite drastic changes to a vehicle's interior specification during its working life.

These changes will not only reflect the changing role of the vehicle as it ages, but also variations in demand in the local market. For instance, the relocation of a large company's head office can create or destroy local demand for a high-specification coach.

Equally, a factory or school opening or closing can create or destroy demand for contract motors with maximum seating. Sensible operators will be prepared to chop and change their fleet to suit the circumstances.

When the wheels stop turning these coaches start earning

'IF the wheels ain't turning, she ain't earning,' is an old coach operator's maxim. But for one type of coach, it's when the wheels stop that the earning starts.

A small number of operators have successfully tapped into the hospitality market by drastically reducing seating capacity on a coach and then fitting it with every conceivable amenity before releasing it on to the corporate entertainment market as a Pullman spec vehicle.

Such vehicles can be seen queuing up with the other coaches at events like Royal Ascot, Henley and the Silverstone Grand Prix. But, unlike their more humble counterparts, it's when they are parked up at the

venue that they start earning their money.

Spacious, fully tabled seating, catering and bar facilities, air conditioning and even satellite television mean that, rather than leaping eagerly off the coach on their arrival, the passengers are keen to use it as a base for the day. Suddenly, it has stopped being a means of transport and become a combined dining room and up-market saloon bar.

The costs of putting such a vehicle on the road need not be as high as they might seem.

For a start, even with the most skillful marketing in the world, such a vehicle is not going to be out of the yard every day. And, when it is out, it is far more likely to find it-

self on comparatively short-haul journeys to sporting events, cultural venues or confer-

ence halls, rather than rolling down a European motorway.

Therefore, initial costs can be kept down by using a recent second-hand vehicle as a starting point, leaving more funds to be spent on passenger amenities and avoiding some of the horrendous initial depreciation which specialist vehicles of all types attract. An even better plan is to find a suitable vehicle which someone else has gone to the trouble of converting.

Actually putting a vehicle like this on the road is not so difficult. The real skill lies in marketing it. The clients on corporate work are likely to expect a far more professional



➔ approach than the average coach customer, and they will expect to encounter this in every aspect of your dealing with them from the way the telephone is answered on their initial inquiry to the dispatch of the final invoice.

One operator which is doing better than expected with a Pullman vehicle is Birmingham Coach Company, which bought a second-hand Jonckheere P599 bodied DAF SB2300 for £40,000 three years ago.

The DAF had previously been used to transport the England cricket team and was equipped with a factory-fitted rear kitchen, bar area, sound system, TV/video monitors and a centre toilet/wash-room.

It had 28 seats, 24 of these grouped round six tables. A DC/AC inverter copes with the increased electrical load while the vehicle is running, and its own on-board generator saves running the main power-plant when the vehicle is parked.

Birmingham Coach Company managing director Geoff Howle admits the initial purchase was a bit of a gamble: "We looked around our area and market and found that no-one had a similar vehicle. The question was, did this mean there was an untapped niche for us, or was there simply no market?"



Pullman - a gamble that paid off

In fact, 20 days' work were found for the coach during its first year with the company. Birmingham Coach Company produced a dedicated brochure for the vehicle and that helped to generate work.

Mr Howle takes up the story: "Last year, the Pullman was booked out for 55 days, and a lot of that was repeat business. Half the battle is to get the vehicle out where it can be seen working."

Mr Howle budgeted for the Pullman to do 75 days work this year, and he is delighted to report that, with forward bookings, it is already well ahead of budget.

But how can a vehicle which is only out one and a half times a week possibly make a profit?

"The minimum hire rate is £600 per day.

To give you some idea of what the vehicle can command on the right occasion, it is being hired to a local hotel for the Coca Cola Cup Final, when Aston Villa are playing at Wembley. They are selling tickets for an exclusive day excursion to the cup final for more than £200 per passenger."

The downside is that the vehicle has to be marketed very skillfully: "Each job has to be costed individually and, should the coach not be available for any reason, it can be very difficult to get a replacement."

Days when the coach is likely to be working, which include the Cheltenham Gold Cup, Ascot Week, The Derby, and Twickenham Rugby Union internationals, are days when every other similar coach in the country is also likely to be working the same venues.

Corporate work remains an important source of revenue, even for an operator in the provinces. Mr Howle says: "Contrary to what a lot of people told us, there is a market for this type of vehicle outside London, as some large companies have relocated out of the capital. But work for this type of vehicle comes by reference from satisfied customers and skillful marketing. It was originally bought as a loss leader, but I'm pleased to say it's now generating its own business."

➔ **Continued on page 33**

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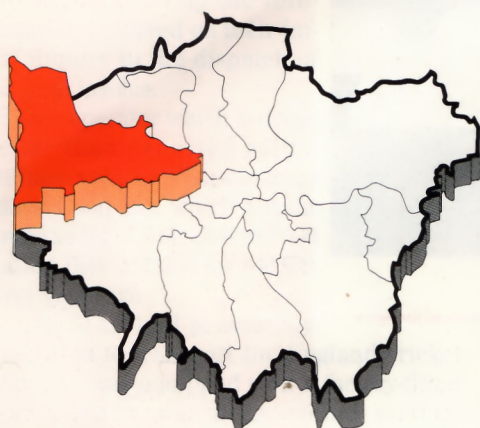
LONDON BUSES

The Sale of London Buses'



Ten Operating Companies

CENTREWEST



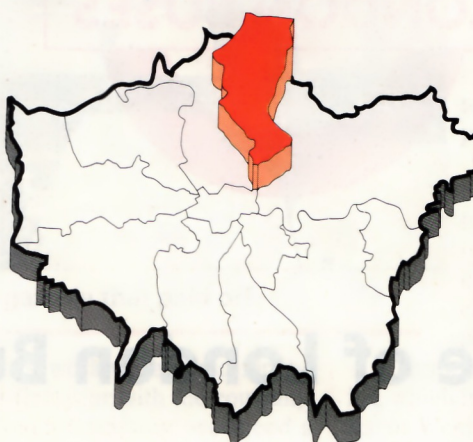
CentreWest London Buses Limited

- Annual Scheduled Mileage: 16 million
- Number of Staff: 1500
- Number of Buses: 510
- Garages and Operating Bases:
Acton, Alperton, Greenford
Midibus Base, Uxbridge,
Westbourne Park
- Turnover (1992/93): £42 million

The principal operating areas are the London Boroughs of Ealing and Hillingdon, and inner west London.



LEASIDE BUSES



Leaside Bus Company Limited

- Annual Scheduled Mileage: 17 million
- Number of Staff: 1800
- Number of Buses: 510
- Garages:
Clapton, Enfield,
Palmers Green, Stamford Hill,
Tottenham, Wood Green
- Turnover (1992/93): £49 million

The company's main operating areas are the London Boroughs of Hackney, Islington, Haringey, Enfield and surrounding areas.

LONDON



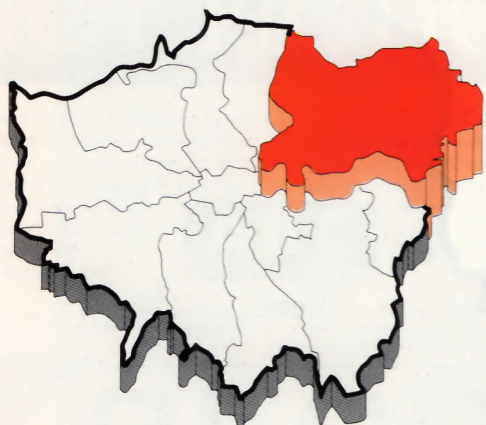
London General Services

- Annual Scheduled Mileage: 17 million
- Number of Staff: 1800
- Number of Buses: 510
- Garages:
Battersea Midibus Base,
Putney, Stockwell,
Waterloo Operating Base
- Turnover (1992/93): £49 million

The main operating areas are the London Boroughs of Merton, Wandsworth, and Richmond.



EAST LONDON



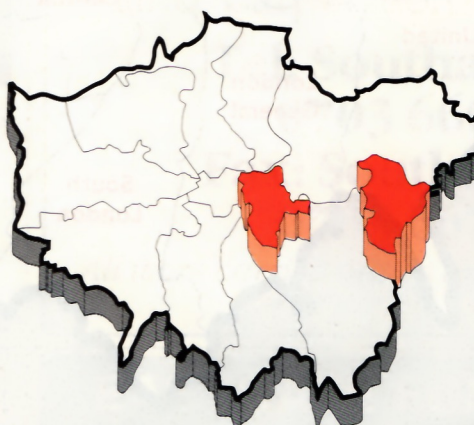
East London Bus and Coach Company Limited

- Annual Scheduled Mileage: 21 million
- Number of Staff: 1950
- Number of Buses: 590
- Garages and Operating Bases:
Barking, Bow, Leyton, Romford,
Stratford Midibus Base, Upton Park
- Turnover (1992/93): £59 million

The principal areas served are the London Boroughs of Tower Hamlets, Newham, Redbridge, Barking and Dagenham, Waltham Forest and Havering.



LONDON CENTRAL



London Central Bus Company Limited

- Annual Scheduled Mileage: 16 million
- Number of Staff: 1700
- Number of Buses: 500
- Garages:
Bexleyheath, Camberwell,
New Cross, Peckham
- Turnover (1992/93): £47 million

The principal operating areas are the London Boroughs of Southwark and Lewisham, and the London Borough of Bexley and parts of Greenwich.

LONDON



London Northern Buses

- Annual Scheduled Mileage: 17 million
- Number of Staff: 1800
- Number of Buses: 510
- Garages:
Holloway
Potters Bar
- Turnover (1992/93): £49 million

The principal operating areas are the London Boroughs of Camden, Islington, Enfield and parts of Hertfordshire.



GENERAL



General Transport Limited

Annual Scheduled Mileage: 20 million
Number of Staff: 2150
Number of Buses: 600

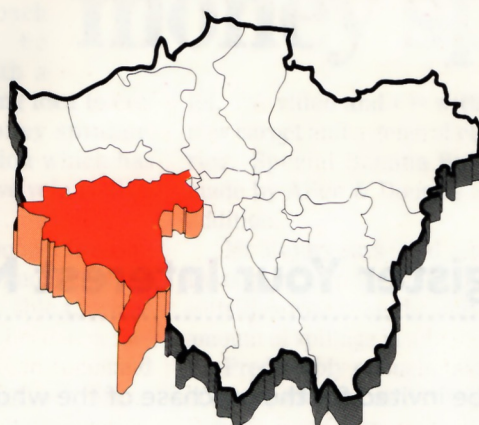
Operating Bases: Merton, Sutton, and Fulwell.

Turnover (1992/93): £60 million

The main operating areas are in the London Boroughs of Merton, Sutton, and Fulwell.



LONDON UNITED



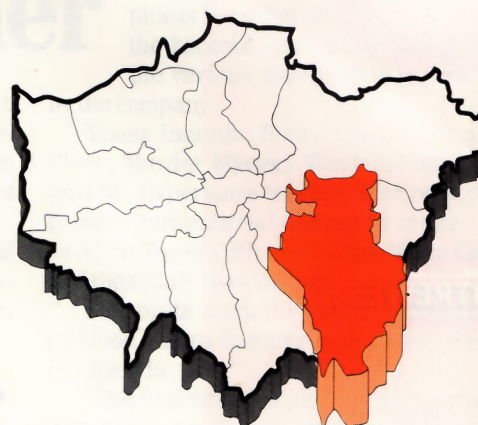
London United Busways Limited

- Annual Scheduled Mileage: 16 million
- Number of Staff: 1400
- Number of Buses: 430
- Garages and Operating Bases: Fulwell, Hounslow, Shepherd's Bush, Stamford Brook, Wood Lane Midibus Base
- Turnover (1992/93): £43 million

The main operating areas cover the London Boroughs of Richmond-upon-Thames, Hounslow, Hammersmith and Fulham and surrounding areas.



SELKENT



South East London and Kent Bus Company Limited

- Annual Scheduled Mileage: 16 million
- Number of Staff: 1400
- Number of Buses: 390
- Garages: Bromley, Catford, Orpington Midibus Base, Plumstead
- Turnover (1992/93): £38 million

The areas served include a large part of the outer southeast London suburbs including Bromley, Orpington, Eltham and Woolwich.



NORTHERN



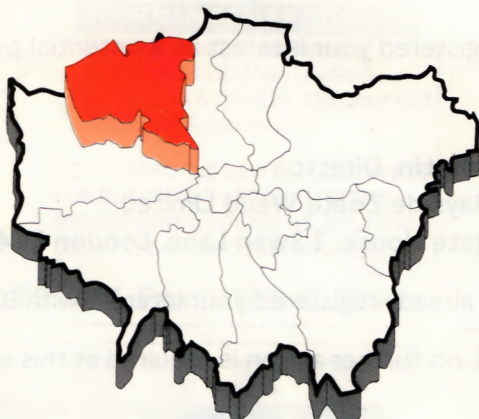
Northern Transport Company Limited

Annual Scheduled Mileage: 10 million
Number of Staff: 1100
Number of Buses: 320

Turnover (1992/93): £36 million

The main operating areas are the London Boroughs of Haringey, Barnet, and Enfield.

METROLINE



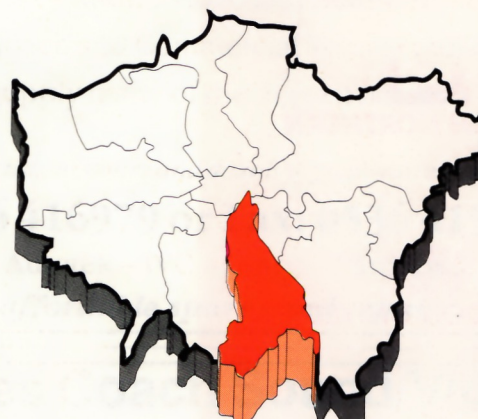
Metroline Travel Limited

- Annual Scheduled Mileage: 11 million
- Number of Staff: 1150
- Number of Buses: 370
- Garages and Operating Bases: Cricklewood, Edgware Base, Harrow Weald, North Wembley Midibus Base, Willesden
- Turnover (1992/93): £33 million

The principal operating areas are the London Boroughs of Harrow and Brent, part of Barnet and surrounding areas.



SOUTH LONDON



South London Transport Limited

- Annual Scheduled Mileage: 13 million
- Number of Staff: 1350
- Number of Buses: 410
- Garages: Brixton, Croydon, Norwood, Thornton Heath
- Turnover (1992/93): £40 million

The main areas of operations are the A23 corridor linking Purley, Croydon, Thornton Heath, Streatham, Brixton and central London, and the surrounding areas.



LONDON BUSES



CENTREWEST



EAST LONDON



LEASIDE BUSES



LONDON CENTRAL



LONDON GENERAL



LONDON NORTHERN



LONDON UNITED



METROLINE



SELKENT



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The sale of the companies will be by means of a controlled auction. In order to receive a copy of the Information Memorandum, for which a small charge will be made, you will be required to provide evidence as to your suitability as a potential purchaser in the form set out in a Pre-qualification Letter.

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Ebbgate House, 2 Swan Lane, London EC4R 3TS.

If you have already registered your interest with Barclays de Zoete Wedd Limited, no further action is required at this stage.



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..... ●

Special refit is a money spinner

A REFITTED coach interior can be combined with a clever marketing idea to create a real money spinner. One organisation which has done so and hit a really lucrative vein is Glasgow's Banana Bus Company.

Proprietor Alister Mejury bought two run-of-the mill Plaxton Paramounts and, by spending around £8,000 on each, was able to transform them into vehicles which become a mobile 46-person party venue and can command around twice the normal rate for coach hire.

The first step was to fit a voltage inverter, which bumped available current up from the standard 24-volt DC to 110-volt AC - the equivalent to domestic mains power in the USA. This enabled Mr Mejury to fit each vehicle with sophisticated lazer karaoke systems exclusively imported by him direct from Japan.

These give instant access to over 400 songs on sound and vision, which are relayed through monitors fitted throughout the vehicle. Radio microphones mean that passengers can sing from their seats, with their voices being relayed into the system via radio microphones.

Other interior fitments include a toi-

let, TV, video and CD with new speakers, a new carpet and a general clean up of the interior. Special Banana Bus headrest covers made by Allen & Douglas are a more recent addition.

Mr Mejury says: "I'd retrim the interior if I was going to do it again, but carrying out the activities which we do, one expects a certain amount of spillage inside the vehicles."

Predictably enough, taking sedate groups of senior citizens on day trips is not what The Banana Bus Company is all about. The em-

phasis is on fun with a capital F, and the karaoke system featuring large in the various wacky outings promoted by the company.

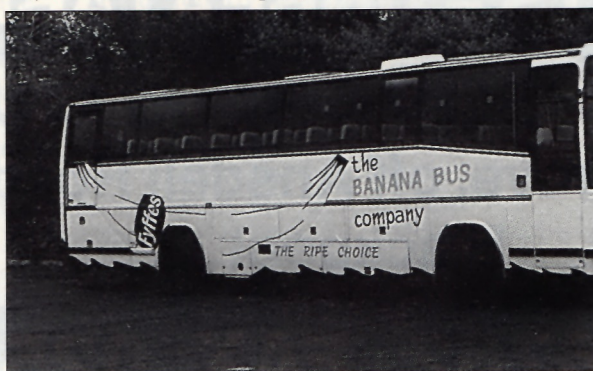
These include: Booze Crooze Doon The Clyde, Murder Mystery Weekend and Snowbird Ski Experience together with only slightly more conventional outings to venues such as Alton Towers, Blackpool, the Metro Centre and the Calais Hypermarket.

Corporate work for banks, retailers and fast-food chains features high on the Banana Bus agenda.

The two vehicles are out an average of four days a week each, and getting a decent rate is not a problem.

Mr Mejury has experienced an enormous amount of media interest and resultant business inquiries since he started the Banana Bus company last summer, and has consequently decided to offer the concept as a franchise to other operators.

"Our future plans include planning a franchise in every town in the UK so that everyone without exception can experience the fun and enjoyment that is The Banana Bus company. We aim to grow and grow and build a reputation that is second to none. After all, bananas don't grow singularly - they always come in a bunch."



Banana Buses are big earners

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RETRA MEMBERS



Good looks sell vehicles

APEARANCES matter when it comes to selling a coach. And that applies as much to a used vehicle being sold to an operator as it does to an operator selling use of the vehicle to a customer.

Bill Povey is sales director of British Neoplan importer SJ Carlton. Neoplan was among the pioneers of the continental double-deck coach on the British market, and SJ Carlton handles sales of second-hand Skyliners dating from the mid 1980s.

Although these vehicles have invariably been worked hard, their premium chassis components have usually stood up to the punishment. The same cannot always be said of the interiors, where more than 10 years of international shuttle work will have inevitably taken their toll. Equally, the exterior styling of the earliest Skyliners looks a little dated when compared to the latest models.

So, Mr Povey's first step when a 1983 Mercedes V10 Skyliner came in was to replace the entire front of the vehicle with panels of the style introduced in 1984 and which remained current until last year. Any damaged panels were replaced, rather than being filled, and a high quality synthetic paint is to be applied. Together with a private plate, these repairs and modifications effectively serve to disguise the age of the coach to the casual observer.

The next step was to install a new Telma retarder - although the Neoplan is more than 10 years old, the very nature of the vehicle means that it will be used on international motorway hauls carrying up to 77 people and their holiday luggage so there can be no compromise on safety.

Now attention turned to the interi-

or. Rather than repairing on a piecemeal basis, all the fabric was removed and replaced with new. This means new coverings for the sidewalls and ceilings and re-trimmed seats.

Choosing the correct colour is of vital importance. Traditionally, British operators favoured seat coverings of a gloomy 'English' red, with dark coverings for the interior surfaces of the saloon, presumably because it wouldn't show the dirt or reveal cigarette burns.

Thankfully, things have moved on, and a much wider choice of colours is now available. After passing through a bright orange stage, fashion led by French and German practice has settled on pastel-type colours, with strong shapes such as chevrons normally on a restful grey base.

In resale terms, a careful choice of colour interior can pay dividends. An operator will be put off buying a coach if the interior colour scheme clashes painfully with his livery. Mr Povey has found the ideal solution.

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On a vehicle like the Skyliner,



Re-moquetting adds value

the level of interior equipment is also vital.

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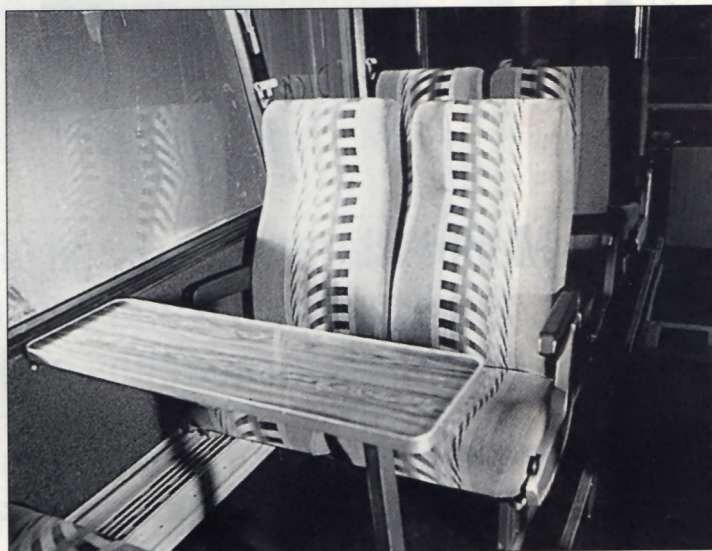
Mr Povey says: "Water boilers in particular have a hard life, and they last anything from three weeks to three years. Fridges can be reconditioned - gutted, fitted with new interiors and motors.

"The thing to remember is not to spoil the ship for a ha'porth of tar. You are going to spend eight grand doing up a vehicle like the Neoplan, so why not do the job properly and spend 10?

"Unless a vehicle looks good, prospective buyers won't give it a second glance. Mechanical defects won't put people off if they are confident they can be fixed, whereas a vehicle which looks scruffy is always going to look scruffy.

"When it comes to putting value on an old vehicle, you can't beat re-moquetting. It does far more for its worth than fitting a re-conditioned engine, for example.

"The same rule applies to most vehicles. For example, the base value for a late '70s - early '80s Bedford is about £2,000. But a good one can fetch around £8,000, and re-moquetting can push the price towards the top end more than any other modification."



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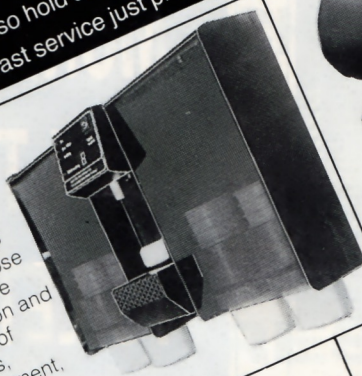
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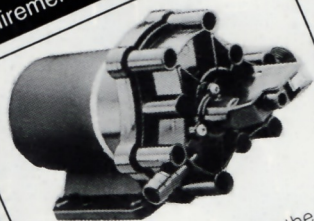
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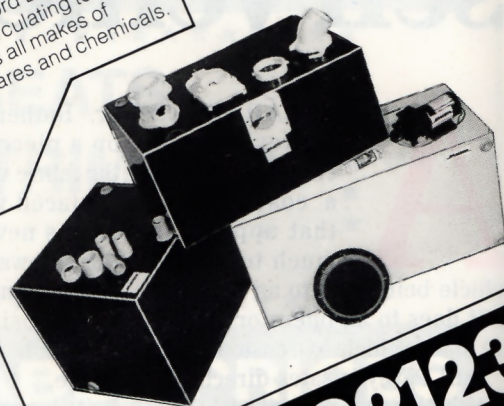
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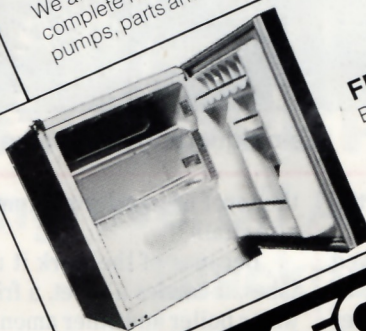
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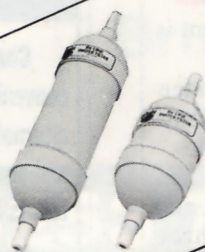


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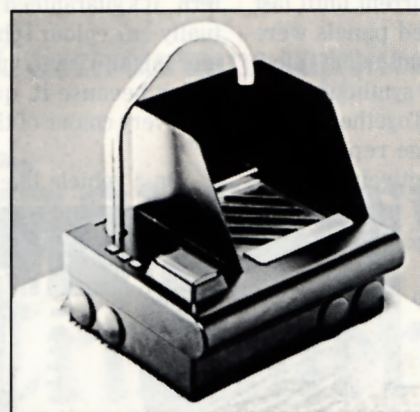
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Robin Hood lifts refit target

DISSATISFACTION with an executive coach conversion carried out by another company left Robin Hood Coaches of Leek vowing to do its own next time. That was 10 years ago and, while the firm that did the original job is long gone, other operators were so impressed with the first vehicle that Robin Hood did that the business took off and Robin Hood Coaches now employs two staff working full-time on coach conversions for other operators as well as running its own fleet of 12 vehicles.

Proprietor Ron Eyre reports that around 75 per cent of the vehicles coming in for conversion are new, or have just one season's work under their wheels.

"The job is highly seasonal. February, March and April is when everybody wants their vehicles doing. We do get the odd one in which has been delivered late by the manufacturer and the operator has had to put it straight on the road to avoid missing the season.

"Most vehicles come in as standard 53 or 55 seaters. The most popular fitments are a toilet and water boiler but, with more coach-



Fridges are more popular

es going abroad every year, fridges are becoming increasingly popular.

"People prefer the Thetford demountable toilets, which are made in America. The Electra-Magic is the most popular, but there

is some interest in water flush toilets now. If the coach has its Continental exit in use fitting a toilet means only one double

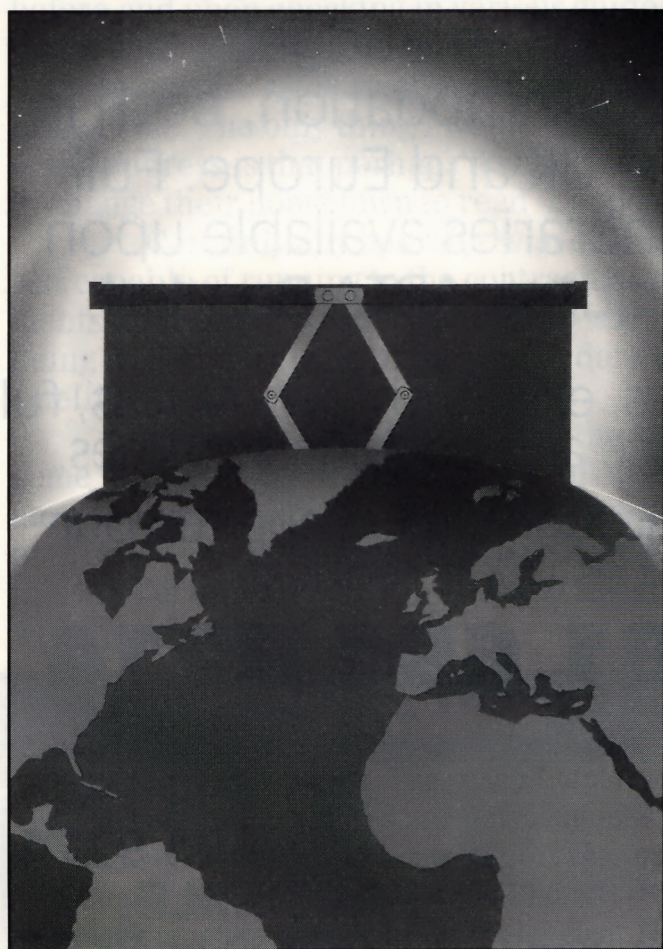
seat is removed. If the Continental door has seats across it, they have to go to."

Tables are not such a common fitment. Mr Eyre says: "It's difficult to find enough work for a coach with tables throughout, and you are talking half a day's work for two men to do the change-over to full seating. If tables are fitted, we normally only put two in towards the rear of the coach."

After 10 years of converting coaches to executive level, Mr Eyre has found a new business area - converting older executives back to standard trim.

"It's difficult to get work for exec's once they are more than five years old," he says. "In fact there are more older executive coaches advertised for sale in *Coach and Bus Week* than there are standard vehicles."

However, as many operators will attest, there is plenty of demand for older coaches with maximum seating for short-haul and contract work. As a vehicle ages, it makes sense to reorganise its interior with an eye to the type of work you can realistically expect it to be in demand for.



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COACH AND BUS

ON TOUR

■ TALKBACK BY DICK BENNETT

OPERATORS have been complaining for as long as I can remember about the rates offered by some tour companies. I have always subscribed to the view that you should know what you are doing when you take on work and those who complain after accepting low rates only have themselves to blame.

Sometimes the threat comes from within and some operators are their own worst enemy. Nevertheless, it came as a shock to find that one of my fellow operators was inviting me to work at rock-bottom prices.

This coach operator has recently invited me to tender for regular work over 10 months with 53- and 57-seater coaches. The rates being offered range from £400 for three days to £1,000 for eight days. These appear to be yet another attempt to continue the destruction of our industry from within.

I personally had not heard of this company before and upon checking in various guides I noticed that it operates from a temporary mobile building. After seeing the rates on offer this came as no surprise to me. The only thing I would say about the rest of the address is that perhaps it would be appropriate to change their home town to read 'Deep-in-the-Mire'.

Certainly any operator who considers himself capable of running to the contractual requirements for the stated rates will end up with his fleet being well and truly up to the roof in dark brown, evil-smelling stuff.

Seriously though, I feel that the time has come for a showdown with this type of operation and I am sure our industry would welcome any public support *Coach and Bus Week* can give it in ridding us of this kind of operator who is assisting the gravediggers within our industry.

Talkback

What the readers think. The coach industry's right of reply to opinions expressed and developments reported in *Coach and Bus Week*. This week it is the turn of Dick Bennett, who is a partner in the Bennetts Silverline coach operation based in Chieveley near Newbury, Berkshire.

■ THIS WEEK



ON TOUR AND CTC

The successful Coaching for Pleasure Day moves to Blackpool in September this year

40

ON TOUR AND STAGESCENE

All the latest on-stage coach party attractions in London's West End Theatreland

41



ON TOUR ADVICE

Ten steps to successful marketing follows an appraisal of how others see coaching

42

■ NEXT WEEK

OPINION returns with our regular columnist Eleanor Muirhead, who asks: "Is image not at the bottom (literally) of many of the problems - sorry, I mean opportunities - facing the coach industry today?"

If you have a view on this or any other topic affecting your business we welcome your views - whether or not they are for publication.

Just post or fax - around 300 words if it is for Talkback - to: Mike Morgan, Editor, *Coach and Bus Week*, Wentworth House, Wentworth Street, Peterborough PE1 1DS. Tel: 0733 63100. Fax: 0733 62656.

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Blackpool Pleasure Beach is to host Coaching For Pleasure Day



Invite your group organisers

THIS year's Coaching For Pleasure Day is to be held on Tuesday September 20 at Blackpool Pleasure Beach, reputedly Britain's number one tourist attraction.

This will be the fifth annual public day organised by the Coach Tourism Council for its members - with last year's event held at the Black Country Museum in the Midlands, attracting 28 coaches and over 1,000 group organisers.

For those of you who have not come across Coaching For Pleasure Day, it is an event held each year where operators can invite their local group organisers on a

free day out. All the operator has to do is get the coach full of people to the chosen destination and everything will be arranged from when they get there. Not only does it help operators gain and keep good group business, it also helps to promote the idea of holidays and day trips by coach.

Around 6.75 million visitors passed through the gates of Blackpool Pleasure Beach during 1993 to enjoy the largest collection of rides in any one park. And, in addition to the 'white knuckle' rides that Blackpool Pleasure Beach is famous for, there are plenty of themed shops, restaurants, bars and cafes so that guests can

spend the day at their own pace.

Group organisers on Coaching For Pleasure Day will be given their own exclusive two-hour performance of the acclaimed Hot Ice Show, as well as the opportunity to try out some of the 145 rides offered at the park - completely free of charge. Lunch will be provided and, for those coming from further afield, accommodation options are being looked into.

Anyone interested in joining the Coach Tourism Council so that they can take a coach to Coaching For Pleasure Day should telephone Derrick Alsop on 0602 732260.

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Trio breaks box office records before opening

BREAKING West End box office records prior to opening are Cliff Richard's musical **Heathcliff** (based on *Wuthering Heights*); **Fiddler on the Roof** starring Topol; and **Oliver** starring Jonathan Pryce.

Patti Lupone has completed her final performance of Norma Desmond in **Sunset Boulevard** at the Adelphi Theatre.

The musical, which has been beset with problems from the opening night, has temporarily closed for a re-vamp and will open again with Betty Buckley in the lead role.

Sonia makes her second West End appearance in just a few months after her role in **A Slice of Saturday Night**. The Liverpool singer and 1993 Eurovision Song Contest entrant will take over



from Debbie Gibson in **Grease** from April 11.

Mary Poppins is now scheduled for 1996 not 1995.

The Who's **Tommy** now looks set for a West End opening in February 1995 with Cameron Mackintosh producing.

Watch out for singer Mica Paris starring in Clarke Peter's musical **Sweet Lorraine** which is due to open later in the year (theatre to be confirmed) as Fagin.

WHAT'S ON IN THE WEST END

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Aldwych	An Inspector Calls	Play
Ambassadors	April in Paris	Comedy
Apollo Victoria	Starlight Express	Musical
Cambridge	Hot Stuff	Musical
Comedy	September Tide	Play
Dominion	Grease	Musical
Drury Lane	Miss Saigon	Musical
Duchess	Don't Dress for Dinner	Comedy
Duke of Yorks	Oleanna	Play
Fortune	The Women in Black	Play
Globe	An Absolute Turkey	Comedy
Her Majestys	Phantom of the Opera	Musical
Lyric	Five Guys	Musical
New London	Cats	Musical
Palace	Les Miserables	Musical
Phoenix	Blood Brothers	Musical
Piccadilly	Piaf	Play
Prince Edward	Crazy for You	Musical
Queens	She Stoops to Conquer	Play
Savoy	Relative Values	Play
Shaftesbury	Carousel	Musical
St. Martins	The Mousetrap	Play
Strand	Me and Mamie O'Rourke	Comedy
Vaudeville	Kit and the Widow	Musical Revue
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How many bad apples does it take to spoil the barrel?

Eleanor Muirhead provokes a critical appraisal of how others see the coach industry and suggests 10 steps towards successful marketing

IS the reputation deserved that coach operators are too interested in sprockets and big ends to wonder how the outside world - including customers - perceives them?

Ask yourself what do people think of coach operators - do they have neat and tidy public offices; interesting and well set out displays; professional and knowledgeable staff skilled in dealing with the public; attractive and well produced brochures; exciting ranges of tours, always fresh with new ideas and attractive to all age groups; state of the art coaches; and eye catching, if not stunning adverts?

Or do they have cramped corners in garages professing to be offices; chipped coffee cups for customers; tacky adverts; cheapo brochures; and predictable tours with the flexibility of an iron girder available only to card-carrying zimmer frame users?

Now I know many, many operators have addressed the subject of image and there are plenty of role models to be applauded but every single operator helps to reinforce the public image of coach tourism.

The picture is made up of many small pieces but how many bad apples does it take to spoil the barrel? Not many. I could of course castigate at length those who profess to represent the industry, advocating greater responsibility for education, training etc but does the real responsibility not lie in your own backyard?

There is always a lot of talk about marketing and its associated jargon is frequently branded about in conversation. However, the degree to which it is taken seriously may not always reflect the amount of time which is spent discussing the subject.

For marketing to be effective it must be taken seriously - not shyed away from or merely paid lip service. Marketing, after all, is basically good common sense applied to the promotion of your

product in a clear, practical and imaginative way.

Start by getting to know your market with the help of my first Advice column (*Coach and Bus Week*, February 26). What follows is a simple 10-step guide to organising marketing campaigns for hard-pressed coach operators.

1. Identify your main markets and specific segments for individual products or groups of products.
2. Know what it is your customers want and be prepared to act on it. This may mean developing products to target specific groups but this is a more effective approach than treating all your customers in the same run-of-the-mill way and will enable you to open up new markets and improve profitability.

Identify what you can do to add value to and spice up your product, keeping it fresh and meeting the needs of your customers.

It is well worth setting some time aside to throw around ideas with staff, colleagues and even some customers to be able to plan

the development of products.

3. Strange though it may seem the next step is to know your own products. Not just what they are physically made up of but what their strengths and weaknesses are, what opportunities they offer in terms of meeting the needs of different customer groups and also what are the main threats to them.

Ask yourself why a customer should buy your tour rather than a competitor's. Be prepared to work hard and dig deep on this one because you are looking for your USP (unique selling point) and there is no point in listing points which in reality many others also offer. Don't be put off at this stage; it can and must be done and the result will help you decide how to package and promote them in terms of advertising, printed literature etc.

4. Price your product keeping in mind profit margins, quality and value for money, the competition and investment requirements as well as, most importantly, your overall business objectives.

5. Now, having looked critically at your products and markets, decide what your marketing objectives are - target numbers or percentage increases for; passengers, repeat business, average booking price etc and how these sit with your overall business objectives.

6. Decide what tactics you need to employ to achieve these objectives.

7. Having agreed the main individual elements of your marketing strategy and the emphasis to be placed on each, it is now time to produce a simple, individual plan and work schedule for each. This will be the basis of your detailed marketing action plan and will contain specific targets against which progress can be measured.

8. Setting a budget against the action plan is the next step. Look for the most cost-effective programmes. Be realistic - you will not get much for tuppence but you can expect decent returns from well planned and sufficiently funded marketing programmes. Confirm the proposed individual programmes, with the main elements clearly defined and simple action plans time-tabled, and allocate a budget to each.

9. Confirm how your marketing plans are going to be monitored and their effectiveness assessed.

10. The content of your work plan must now be discussed, refined and agreed with all those who will have responsibility for its implementation and communicated in turn to those who will be carrying out the work. There is no point whatsoever if all this planning and preparation is left to gather dust and is not properly implemented.

The whole point of this is to give your organisation clear guidelines as to what it is setting out to achieve, how it should be about achieving them and how the success of the marketing plan is to be measured.



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Minicoach operator's licence

NORTH Western traffic commissioner Martin Albu is only prepared to renew the licence held by J C Minicoaches of Widnes, if it sorts out with the Traffic Area what regular services it is operating and provides a list of its vehicles.

The company, of Ditton Road, Widnes, had applied at a Manch-

There had been four maintenance investigations, none of which had been satisfactory, and they had resulted in 18 prohibitions

ester disciplinary inquiry to renew its licence in respect of four double deckers, 18 single deckers and three minibuses. However, the commissioner indicated he was only prepared to grant a licence for 18 single deckers for 12 months.

DoT vehicle examiner Albert Carmichael said the company had been called to two previous public inquiries due to unsatisfactory maintenance investigations. He

carried out a further maintenance investigation in October. Eleven vehicles were examined. Two immediate prohibitions, one delayed prohibition and eight defect notices were issued.

The condition of the vehicles was generally poor. The vehicles were said to be inspected monthly by the company's own staff. The drivers' defect reporting system was not working properly. That was evident from the defects found and the fact that few driver defect reports were being submitted.

The company had three mechanics working on a shift system. Maintenance records for the vehicles were starting to be kept in a neat organised manner, although there were only two inspections sheets for each vehicle.

There had been four maintenance investigations, none of which had been satisfactory, and they had resulted in the issue of 18 prohibition notices.

Mr Carmichael said he visited the company again on February 10 to see what had been done to improve the situation. Cards had been printed and were to be put

in the vehicles reminding drivers to report defects. The double-deckers and coaches had been disposed of. The fleet remaining consisted of vehicles of up to 22 seats. He examined three vehicles and found only minor defects.

Mr Albu said there was a maintenance investigation in 1993 which was satisfactory, as the licence was renewed with the situation to be reviewed after six

Mr Carmichael thought the company was falling down on maintenance because the inspections had not been properly carried out

months. For the company, it was said it was realised the staff had been letting the company down and two fitters had been sacked as they were not doing their jobs.

A glass office had been erected in the workshop, enabling director John Gilhooley to see what was going on. Four deckers and three coaches had been disposed of and all the vehicles were now midis.

Asked whether he thought the maintenance arrangements had been improved, Mr Carmichael said he had only looked at four vehicles. He had not found anything wrong with them but he would reserve his judgement to a later date.

The commissioner said three midi vehicles were found to have faults but Mr Carmichael said he had found more defects on the midis than on the larger vehicles.

He thought the company was falling down on vehicle maintenance because the inspections had not been properly carried out. A number of the defects existed when the vehicles were inspected, yet had not been discovered. A rolling road had been installed, and the facilities were there.

Mr Gilhooley said the business had expanded up to 27 vehicles. However, they had now disposed of three coaches and four double deckers. Of the 22 midi coaches in possession, 15 needed to be used during the day and seven were standby vehicles. With 33 per cent of the fleet on standby, it gave the fitters more time

Stop bickering, start talking, commissioner tells operators

PENZANCE-based Brookside Travel and Western National have been told to "stop bickering and talk to each other", by Western deputy traffic commissioner John Robins.

The deputy traffic commissioner had been considering whether to ban Thomas Stanley, Thomas Frederick and Joyce Kathleen Thomas, trading as Brookside Travel, of Thomas Brookside Garage, Relubbus, Penzance, from operating some or any local registered services, and to repay bus fuel rebate grant, after complaints from Western National about how they had been operating their registered services.

The partners were called to a Penzance disciplinary inquiry after allegations from Western National they were not sticking to

their registered routes.

Tommy Thomas claimed the reason they were before the deputy commissioner was because a "bus war" was going on between Brookside Travel and Western National.

"Western National is like a large lout with a four-year-old child," he said. "They live for rules and regulations, while on our side of things the business is run by my 80-year-old father where rules and regulations are lost on him."

Alexander Perry, Western National's Cambourne and Penzance operations manager, maintained that Brookside Travel drivers were failing to keep to the firm's registered routes and timetables.

He said Western National inspectors had monitored the deviations in routes and times by Brookside, and he claimed they

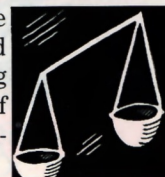
had operated services in areas where they had no authority to operate.

Mr Robins said he thought it was "a storm in a tea cup" and the question of a bus war was not his concern. Common sense had got to prevail.

Brookside had got to stick to the book and stick to their routes. They had to get their house in order.

Suggesting that the two operators talk to one another, Mr Robins said that they both had to "live and let live".

Recording an official warning against Brookside, Mr Robins said that, if the firm failed to keep to its registered routes and timetables in the future it could find itself facing the possibility of losing its authority to operate.



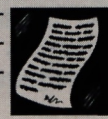
Bid refused

A BID for a new four-vehicle international licence by Jarrod Randle, of Padiham, near Burnley, has been refused by North Western traffic commissioner Martin Albu.

In February Mr Randle, trading as J S Passenger Transport, of Cowley Crescent, Padiham, told a Manchester public inquiry his father had previously operated Victoria Coaches from Padiham. That licence had been surrendered in March 1993. He had three vehicles and his transport manager would be his brother.

In adjourning the proceedings, the commissioner indicated that, provided evidence was produced that Mr Randle's vehicles were in good condition, together with a maintenance contract, he would grant a licence for 12 months (*Coach and Bus Week*, March 12).

The application has been refused as no satisfactory maintenance contract has been forthcoming.



renewal conditional

**YOUR WEEKLY REPORT ON
LAW AND THE COACH AND BUS
OPERATOR BY MICHAEL JEWELL**

per vehicle and they could not complain they did not have enough time on each vehicle.

He had appointed a yard foreman and intended to appoint another. The yard foreman dealt with the day-to-day queries and allocation of vehicles. He had been doing those jobs in the past, said Mr Gilhooley, but he was now released to be more involved with the garage.

The company operated 11

Since the vehicle examiner's visit, he had accepted the failures and applied his mind to the situation, said Mr Gilhooley

routes, 10 subsidised ones for Merseytravel and one of its own. The different routes needed between one and three vehicles to run.

Since the vehicle examiner's visit, he had accepted the failures and applied his mind to the situation, said Mr Gilhooley. There had been a number of difficulties. He thought there has been a marked improvement.

He now kept the vehicle main-

tenance records himself. If a fitter was not sure about something he now came to him. They had had fitters that were not doing their jobs right and he had now employed ones who were. There had been no prohibitions issued since September.

Drivers knew they had to report defects. There had been improvements but some drivers still reported defects verbally. At present the company had 25 licence discs and that was what he wanted.

In reply to the commissioner, Mr Gilhooley agreed the company did not need 25 licences discs when it only had 22 vehicles. He also agreed that, as there was no intention of using double deckers, the company could accept a condition that only single deckers be operated.

He admitted the company had terminated contracts with Cheshire County Council without informing the Traffic Area, and that he was the person responsible for notifying the Traffic Area.

Mr Albu said he had a list of 23 services in the company's name. He thought that was some-

thing that needed looking into.

In regard to maintenance, the facts were that the company was at a public inquiry in 1989, and then again in 1992. What was the point of him issuing warnings if no action was taken?

The company knew in 1992 its licence was at risk and then in 1993 the licence was only issued for one year. Why had Mr Gilhooley only just taken steps now?

Mr Gilhooley said he had be-

Mr Gilhooley said he had believed he had installed an adequate system but the examiner pointed out it was not being adhered to

lieved he had installed a system which was adequate but the vehicle examiner pointed out to him the system was not being adhered to by his staff.

He had not thought about changing the system until the company was visited by the vehicle examiner as he had believed the situation was working.

Mr Albu pointed out there were a number of prohibition notices to indicate the company was

having problems.

Asked whether vehicles were passing their annual test first time, Mr Gilhooley said the first-time pass rate was 72 to 78 per cent.

Mr Albu said he recommended the company introduce the negative system for driver defect reporting.

On a daily sheet the drivers had to report even if there were no defects and if defects were then found the company could go back to the driver. He also recommended it obtain a copy of *The Guide to Maintaining Roadworthiness*.

The company had put him in some difficulties, said Mr Albu. The first time he was lenient and the second time he was not happy about the situation.

He was again not happy about the situation. He had heard what Mr Gilhooley had said and he did seem now to have taken steps and got a system in hand.

He warned that the company was on probation yet again.



Revocation after company fails to make an appearance at disciplinary inquiry

THE O-licence held by Prestoon Travel, of Rugby, was revoked when the company failed to appear at a Birmingham disciplinary inquiry before West Midlands traffic commissioner John Mervyn Pugh.

The company had operated satisfactorily until September 1991 when it was called to inquiry because of its poor maintenance record

Mr Pugh said he had not expected the company, of 10 Main Street, Bilton, Rugby, to put in an appearance. The licence, which was originally due to expire at the end of October 1994, authorised 10 single deckers and four minibuses.

The company had operated satisfactorily until 1991. It was

called to a public inquiry in September of that year because of its poor maintenance record.

As a result, he curtailed the duration of the licence to the end of October 1992. He directed that any renewal application be heard at a further public inquiry, and he ordered the company to deliver a detailed list of the registration numbers of the vehicles it was operating to the Traffic Area Office.

The company was warned that, should there be further prohibition notices issued which gave cause for concern, the licence would be revoked.

In September 1993 the Traffic Area Office wrote to Prestoon Travel, saying that, as the licence had not been returned for curtailment, the company was operating without authority.

It was subsequently allowed to submit a late renewal applica-

tion and to continue to operate in the meanwhile.

A vehicle examiner had reported that the standard of maintenance was poor, that the inspections records were unsatisfactory and that there was no proper driver defect reporting system in use. Five vehicles were out of

A vehicle examiner had reported that the standard of maintenance was poor, and that the inspections records were unsatisfactory

service. Only four vehicles were considered by the company to be serviceable. On inspection, two of those vehicles were issued with immediate prohibitions. Two further vehicles were inspected in December 1993 and a defect notice issued.

A complaint had been received from Warwickshire County

Council, said Mr Pugh, expressing concern about the standard of vehicles being used to transport students to college.

Prestoon Travel held five school contracts with the county council and, following an inspection of the company's vehicles by a county council inspector, those contracts were terminated. The company had informed the Traffic Area Office that, as a result of the loss of those contracts, they had ceased to operate.

Revoking the licence, Mr Pugh said that, if anyone connected with Prestoon Travel should apply for a licence in the future, the application would be heard at a public inquiry, and the chances of success, unless he could be satisfied about vehicle maintenance, would be nil.



COACH AND BUS CLASSIFIED

MARKETPLACE

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1987 BEDFORD PARAMOUNT 3200, 11 mtr, 53 seats, test June '94. £24,000 + VAT ono. For further details 0698 792145. <small>(42912/CS/BE)</small>	1979 LEYLAND LEOPARD, Plaxton Supreme, 51 seats, MoT 4/94. £7,000 1981 W LEYLAND LEOPARD, Duplé Dominant III, 49 seats, express door, MoT 5/94. £8,000 1981 X LEYLAND LEOPARD, Plaxton Supreme, 12 metre, 53 E type seats, MoT 2/95. £11,000 1982 X LEYLAND LEOPARD, Duplé Dominant II, 53 seats, MoT 8/94. £10,500 1982 X LEYLAND LEOPARD, Duplé Dominant III, 12 metre, 57 seats, MoT 8/94. £11,500 All in good order and in daily use. Will consider part exchange for Mercedes Minibuses Telephone: (0555) 840249 <small>(42924/CS/LE)</small>	1978/9 LEYLAND LEOPARDS 53 seats, semi box, MoT to Dec '94, 1 DUPLÉ DOM II/I PLAXTON SUPREME £5,500 each + VAT 1980 LEYLAND TITAN TL11 Engine, 70/73 seats, will MoT, Choice of two £14,500 each + VAT BEESTONS IPSWICH (0473) 823243 <small>(42935/CS/LE)</small>	



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ALEXANDER, 76 seats,
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PSV spec, lowered entry
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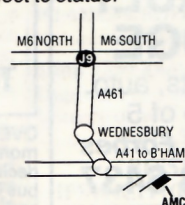
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coach seats, dual purpose, standees, power door

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seater, full year's PSV,
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High top, 15 passenger
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Full size Fainsa seats +
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moquette trim, side skirts,
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(42683/MM/MB)

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408D

G reg 15 seater minicoach,
Crystals conversion,
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£12,250 ono + VAT

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(42904/MM/MB)

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good condition.

£6,450 + VAT.

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(42914/MM/MB)

1986 D FORD TRANSIT, 16 seater
minibus coach seats, 2.5Di engine,
MoT Jan '95, taxed. £1,800 + VAT
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(42910/MM/MB)

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L RENAULT 8110 Turbo Diesel, luxury 18
passenger accessible coach, front entry, full coach
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luggage racks, hi back moquette seating, Ricon
underfloor lift. This magnificent vehicle is available
NOW for immediate delivery.

L LEYLAND DAF 400 Diesel or Turbo Diesel, 12
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L & K FORD TRANSIT, 190 Super hi top, diesel,
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L RENAULT MASTER AND RENAULT TRAFIC, 8
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L JUBILEE TAXI BUSES, superb 8 passenger/single
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J TALBOT EXPRESS TAXI BUS, NEW CONV, fitted
new Ratcliff WTL200 chairlift, luggage pen, luxury
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F, G AND H RENAULT MASTER, LWB, NEW
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or ramp.

G LEYLAND DAF hi Roof, 12 passengers + optional
wheelchair passengers, luxury trim, moquette seating,
underfloor PLS wheelchair lift.

G RENAULT TRAFIC, LWB hi roof, either onboard
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G AND H FORD TRANSITS, choice of 4, various
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high back seats, full soft trim,
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VOLKSWAGEN
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22 seat mini coach,
nice tidy bus in test

£6,500 + VAT

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**2x Ford 'Asquith' luxury
11 seat Minicoaches**

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delivery mileage only **£21,500**

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coach interior, tax & MoT
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1991 DAF SB2300 DUPLÉ, 57 seats, with de-
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1986 B10M CAETANO, 49 seats, toilet, TV, video,
coffee machine.

4 DOUBLE DECKER BUSES, 73-74, with Tachos
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or 19 seats, suitable private hire/stage carriage.

1979 PLAXTON BEDFORD 330, 29 seater, good
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MOBILE CAR SHARE BUSWASH**

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(39804/VSG)

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**All Mercedes 2 years warranty
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NEW MERCEDES 709D, coachbuilt, 29 + 7 standees, wide power door and aisle,
dip tac, **4 weeks.**

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12 standees, 1100mm glider door, DipTac, wide passage, auto, Allison box, or
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NEW MERCEDES 814 diesel, extended coach built, luxury coach spec, power swivel
door, large boot, racks, **stock.**

NEW MERCEDES 711 Turbo, 25 lux, boot, power swivel door, **4 weeks.**
NEW 711 Turbo, 28 luxury, boot, P swivel door, armrests, **6 weeks.**

NEW MERCEDES 609D, 24 seats, full spec, boot, power door, lug rack, radio cassette,
Also 26 manual door, **stock.**

NEW MERCEDES 410, 16 high back face forward seats, **7 days.**

NEW MERCEDES 709, 29 coach seats, service spec, **4 weeks.**
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NEW MERCEDES 208, 12 + driver, psv, front entrance, **stock.**

NEW TRANSIT 16 power door, high roof, coach or service spec, + standees, **early.**
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NEW DAF SERVICE BUS, 20 + 3 standees, turbo, air susp, **stock.**

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NEW MAZDA, 14 diesel, PSV, white, **stock.**
NEW TALBOT TRIAXLE, welfare or psv, **early.**

ALL OPEN TO REASONABLE OFFERS

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92 MERCEDES 609, p/door, boot, 24,
92 TRANSIT, 8 seat, diesel gl
92 TRANSIT, 9 seat, taxi pack diesel
92 LEYLAND DAF, 16 coach spec
92 LEYLAND DAF, diesel, 12 PSV, side door.
91 TALBOT 12, PSV, diesel.
90 LEYLAND DAF, 16, coach spec

90 DUPLÉ 425, Cummins executive, 52, toilet, tv

89 IVECO, rear engine, 28 lux and recliners, p/door, under 55k, new test,
immaculate.

89 MAZDA, diesel, 14 psv
89 LEYLAND SWIFT, 37 seat, coach
89 MERC 709, new conv, 26, power door
89 FREIGHT ROVER 16, high roof
89 MERCEDES 208, 12 seat, diesel.
89 TALBOT TRI-AXLE, power door + standees.
88 TRANSIT, 12 diesel, psv, swb
88 TRANSIT, diesel, 11 psv, swb
88 RENAULT DODGE, 25 service bus, auto.
88 MERCEDES 609, 24 coach, boot.
88 F LEYLAND ELM, 27 seats, coach
88 MERC, 19 seats, no boot
88 TRANSIT, petrol, 12 seats
88 MERCEDES 609, 24 coach, boot
88 F MERCEDES 709, 21 seat, coach spec.
88 TOYOTA OPTIMO, 18, coach spec, boot.
87 TALBOT 14, diesel psv, no test, £2,500.
87 RENAULT DODGE, Man, service, Alexander 23.
87 RENAULT/DODGE REEBUR, 25 service bus.
87 IVECO, 19, service bus, tested.

87,88 RENAULT DODGE, 25 service, choice, manual & auto

86 LEYLAND CUB, 33 service bus, new test

86 RENAULT DODGE, service bus auto, 25.

86 RENAULT DODGE, 23 Reebur, service bus, manual box.

86,87,88 IVECO 19, 21 service, choice of 8, due shortly

85 LEYLAND DOYEN, 49/53, demount, tv.

84 VOLVO B10 CARIBBEAN, 53 rec seats

83 LEYLAND TIGER, Marshall express doors,
54+ standees service bus.

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79 FORD DUPLÉ, 31 seat + table (8/4)

79 FORD, 35 seat, Duplé II, new test

79 V VOLVO DUPLÉ II, 50 rec, toilet, tested

77 VOLVO PLAXTON, 53, 8 speed

76 LEYLAND AEC, 45 Plaxton, no test.

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1989 VOLVO GLE/G7 GEARBOX
Jonckheere Deauville,
48 reclining seats, air
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fridge, coffee machine, toilet &
servery, Telma retarder,
double glazed windows,
MoT April '94.

1989 VOLVO GLE/G7 GEARBOX
Jonckheere Deauville,
46 reclining seats, air
conditioning, wired TV/video,
fridge, coffee machine, toilet
and servery, double glazed
windows, Webasto heating,
MoT April '94.

£85,000 per vehicle

LEYLAND TIGERS FOR SALE

- 1983 Reg. E.C.W. Body
- Semi Autos

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FOR SALE**

- 1980 Duplé retrimmed
LONG MOTS - SEMI AUTOS

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**Any reasonable offer
considered**

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MERCEDES 609, 24 seater coach, Crystals con-
version. New test. **£19,500 + VAT**

86, D reg, FORD TRANSIT diesel minicoach, 12
high back seats, new shape, Deansgate con-
version. Tested July '94 **£4,000 + VAT**

91, J reg, MERCEDES 410 minicoach, 16 high
back seats, excellent condition. Crystal conver-
sion. Tested July '94. **£16,500 + VAT**

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PARAMOUNT**, 8 metre, 35
seats, MoT March 1995, 1st
registered 1-4-85

£15,000 + VAT ono

**LEYLAND LEOPARD PLAX-
TON SUPREME**, Paramount
front, 12 metre, 57 seats, MoT
April 1994, 1st registered
March 1977

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anytime**

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**2 x 1978 LEYLAND
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Tested till May,
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2 x 1987 Leyland Swifts,
Waddon Stringer bodies,
tested July.

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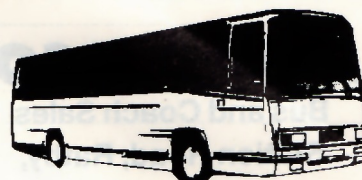
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BEDFORD

1987 BEDFORD YNT PLAXTON PARAMOUNT 3200, 11 metre, 53 seats, power door, radio/PA, all white exterior MoT June '94

1981 W BEDFORD DUPEL DOMINANT IV, 11 metre, 53 seats, tinted windows, radio/PA new MoT.

1980 V BEDFORD YLQ 500 ENGINE PLAXTON SUPREME IV, 10 metre, 45 seats, power door, radio/PA MoT March '94.

1979 T BEDFORD 330 ENGINE PJK DUPEL DOMINANT, 29 recent retrimmed seats, radio, MoT July '94.

1978 BEDFORD YMT DUPEL DOMINANT, Bus body, 61 seats, Allison auto, destination gear, power door, new MoT.

MERCEDES

1986 D MERCEDES 608D, 21 seats, 6 standees destination gear, power door all white exterior new MoT.

1986 C MERCEDES 307D REEVES BURGESS LUXURY SPEC, 12 seats, radio, all white exterior, new MoT.

LEYLAND

1985 B LEYLAND TIGER 245 ALEXANDER BODY, 53 reclining seats, semi auto, tinted windows power door, radio/PA, all white exterior MoT August '94.

1985 B LEYLAND TIGER 245 DUPEL LASER II, 49 seats rear toilet, semi auto, tinted windows, power door, MoT Sept '94.

1980 V LEYLAND LEOPARD DUPEL DOMINANT, 53 seats, express doors, semi auto, destination gear, new MoT.

1979 T LEYLAND LEOPARD, ALEXANDER T TYPE BODY, 11 metre 49 seats, express doors, standees, destination gear, MoT July '94.

1974/75 LEYLAND NATIONAL 510 ENGINES, 49 seats, 22 standees, single door, choice of 4.

ROUTEMASTER

AEC ROUTEMASTERS, 64 seats, various MoT dates, choice of 7.

VOLVO

1988 E VOLVO B10M PLAXTON PARAMOUNT 3500, 49/53 seats, centre sunken toilet, power door, tinted windows, window blinds, radio/PA, wired for TV/video MoT March '95

1985 C VOLVO B10M ALGARVE, 49 reclining seats, toilet, radio/PA, power door, tinted windows, courier seat, MoT July '94.

1985 C VOLVO B10M ALGARVE, 51 reclining seats, toilet, radio/PA, power door, tinted windows, MoT March '95

1982 X VOLVO B58 DUPEL DOMINANT III, 53 seats, power door, radio/PA, tinted windows MoT sept '94.

TALBOT

1989 G. TALBOT, 14 seats, 2.5 di, luxury spec, MoT July '94.

1989 F TALBOT TRI-AXLE, 12/19 seats with seatbelts rear wheelchair lifts, choice of 4 MoT dates Jan+Feb 1995

Old Mill Park, Kirkintilloch, Glasgow G66 1SP. Fax: 041-777 8138

A V BERKHOF

1992 (J) MAN 10.180 HOCLR CAETANO ALGARVE II, 35 recliners, rear continental door, Blaupunkt radio/tape/PA, double glazing, draw curtains, power door & kerb window, interior grey/red, exterior silver/orange/light green. MoT 29/3/95£77,500

1990 (G) MAN 10.180 HOCLR CAETANO ALGARVE, 35 recliners, rear continental door, power door and peage window, Blaupunkt radio/tape/PA, draw curtains, carpet gangway and entrance areas, interior grey/red, exterior white/red. MoT 31/1/95£57,500

1990 (G) DENNIS JAVELIN PLAXTON PARAMOUNT 3200 Mk III, 51 recliners, rear saloon toilet, radio/tape/PA, red curtains, tinted windows, power door, grey/red interior, white/blue and red stripe exterior, MoT 18/4/94£68,500

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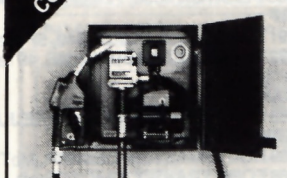
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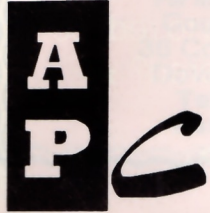
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Plaxton Supreme 3-4, Duple Dom 1-2, Unicar, 1980 AEC,
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1977 Foden recovery truck, 5 tonne hydraulic lift, good reliable motor
1975 Plaxton PKJ - 29 seater, clean & tidy, 12 months MoT.

£2,700 plus VAT

1978 Ford Dominant 1 Mark 2 - 45 seater, 12 months MoT, immaculate
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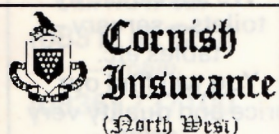
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FAX: 051-724 6427



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North West,
North Mersey
Business Centre,
Merseyside, L33 7UZ.
Tel: 051 546 1282
(40107/S/INS)

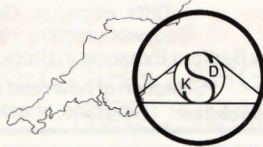
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7521 7522
(34780/S/CIN)

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40051/S/DS)

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STD Plaxton
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Van Hool and
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**+ New Minibus
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Wide choice of moquettes
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24 hour breakdown
Down or Up in London
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are equipped to do on road
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Replacement coach if we
cannot get you going.

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Very close to Heathrow,
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Need a bus painting?

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Any S/D Bus £495 Any D/D Bus £695
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We can coach paint single or double deck buses to an
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or Bus, simply call
freephone number
0800 581885

The call will cost you
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**MONDAY AND
TUESDAY ONLY.**

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Special breakdown vehicle
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24-HOURS EMERGENCY RECOVERY

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On the instructions of
S. Penn Esq. - Finn Associates
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Multiskill Limited in liquidation
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Comprising:

"X" & "W" Reg Ford R1114 Duple Dominant IV 535

"V" Reg Ford 114 Duple Dominant IV 515

"S" Reg Ford 114 Duple Dominant II

"V" Reg Leyland Leopard Duple Dominant II 535

"T" Reg Bedford UMT Plaxton Supreme 535

"M" Reg Bedford YRT Plaxton Elite 535

1 - "C" and 3 - "D" Ford Transit Panel Vans,

"G" Bedford Midi Diesel Panel Van, "F" Sierra Sapphire L,
"D" Vauxhall Belmont L and "C" Citroen.

Sundry garage equipment and stocks plus 4-5
Tonne Mobile Column Lifts.

Viewing - 31st March, 1993 10 am to 3 pm

Final Tender - 12 NOON - 7th April, 1994

(42687/UN/AUC)

Vehicle for sale?

A

PICTURE COACH



1985/86 'C'
LEYLAND
HTI Coach 698
eng... 2,000 miles,
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£4,750
Tel: 0733 898111
(33171/LEPIC/CH)

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Bus Week is
the market
place for
vehicle sales
in our indus-
try. Week
after week
successful
operators use
Coach and
Bus Week -
because they
know it
works.

B

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DISPLAY

G Reg
FORD TRANSIT
2.5i

16 high back seats,
luggage racks,
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Only £36 + VAT
Maximum 30 words

THREE WAYS TO A
SUCCESSFUL
SALE

C

STANDARD
LINEAGE

1985 LEYLAND TIGER Duple Lazer
11, 53 seats, air door, semi-auto
box, V. Good condition, £24,000.
Contact Wingates Tours. Tel 0733
898111 (33258/LE)

Only 50p Per word
Minimum 25 words
£12.50 + VAT

Special
Offer

Only £27 + VAT

These vehicles were successfully sold through
Coach and Bus Week - will yours be next?

1. Choose your advertisement style see above ▲

A PICTURE COACH

Number of weeks ☐ = X £27 =£ +VAT

B SEMI DISPLAY

Number of weeks ☐ = X £36 =£ +VAT

C STANDARD LINEAGE

Number of words ☐ = X 50p =£ +VAT

2. What is the best classification for your advertisement?

Coach ☐
Bus ☐
Mini/Midi ☐
General ☐

3. ▼ Start advertisement here - one word per - minimum 25 words

PLEASE WRITE CLEARLY IN BLOCK CAPITALS

Your Name

Company Name

Address

Postcode

Tel:

4. I enclose a cheque/postal order
for £

Payable to EMAP Business Publishing Ltd, or
please debit my Access/Visa card

No.

Expiry Date

Send to: Christina Hester, Coach and Bus Week Classified,
Wentworth House, Wentworth Street, Peterborough PE1

OR TEL: 0733 898111

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Our Commission (the lowest in Europe) is 5% of the monies refunded by the Tax Authority.

We guarantee a refund within 10 weeks from the date of submission.

If you require any further detailed information

Contact ITAS

3 Abbots View Road, Forest Heights, Buckshaft, Cinderford, Glos GL14 3EG Tel: 0594 822711 Fax: 0594 827644

(42885/UN/CDI)

MISCELLANEOUS

★ STOLEN ★

LEYLAND TIGER
PLAXTON BODIED
SUPREME IV Reg: BFW
73W, company livery red on white.
CLARKE'S COACHES, TREDEGAR
Any information
Tel: 0495 711116

★ £250 REWARD TO ANY
INFORMATION THAT LEADS
TO RECOVERY ★

(40209/UN/MI)

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Sited in Ashford, Kent.

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For further information please ring
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C.P.C. HOLDER
(45), national/
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position within bus or
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established or not,
any locality.

Telephone
0282 416342

(42864/UN/WWW)

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46, clean class 1 licence,
CPC holder, seeks permanent
post, preferably tours and/or
express work.

Speaks fluent French, good
German, some Italian and
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conscientious.

Based East Kent.
But willing to travel to work.
Tel: 0303 251462.

(40207/UN/WWW)

WORK WANTED

Coach Driver looking for
Transport Management
position

National and International
CPC. All types PSV. 18 years
experience in small company
with limited prospects due to
size. Some knowledge of
transport management but
would require training.

Preferably in South East but
flexible and willing to relocate.

Tel: 0831 872728

(42659/UN/WWW)

APPOINTMENTS AND TENDERS

GO-AHEAD IN OXFORD

Following its recent acquisition by the
Go-Ahead Group, one of the UK's leading city
transport providers, the Oxford Bus Company is
entering a period of exciting change and
development.

An early priority is to establish the management
team to work with the company's new Director and
General Manager, Keith Moffatt.

With a turnover of £15m and employing 500 staff,
the company is the market leader in the city and
region. Its network includes frequent city bus services
and express CityLink coaches to London, Heathrow,
Gatwick and Birmingham.

The company is committed to the provision of top
quality services to its customers, while playing a
positive role in the development of the region's
economy and environment.

MARKETING MANAGER

This is a new position in which you will work on the whole range of
sales and marketing activities associated with our bus and coach
services. Related activities include developing professional but
friendly customer care approaches across our operations and ensuring
close links between our marketing and staff training activities. You
are likely to be a graduate possessing the relevant experience, ideally
in a customer service environment which relies on a dispersed
workforce. Salary will depend on skills, experience and ability to
contribute. Other benefits include pension scheme and free travel on
the company's bus and coach network.

If you wish to be considered for this position,
please send a full CV, details of current salary and a recent photograph to:

Richard Ribbons, Beech House, School Lane
Milton, Abingdon, Oxon OX14 4EH.

OXFORD
BUS COMPANY

ESSEX COUNTY COUNCIL

Invitation to Tender for
Education & Local Bus Services

The County Council is seeking tenders from the following:

- Bus & Coach Operators to enter subsidy agreements to provide Local Bus Services
- Bus, Coach & Taxi Operators to provide Education Transport.

Operators wishing to receive further information and tender documents should contact immediately:

County Planner, Essex County Council, County Hall,
Chelmsford, Essex CM1 1LF

or telephone Chelmsford (0245) 492211 extension 51590.

Operators on the tender list should have received documents by 6 April 1994.

Completed tender documents must be received by 1500
hours on 26 April 1994. Tenders received after this date will
not be considered.

R. W. Adcock,
Chief Executive and Clerk
(42680/A/TEN)

COACH OPERATOR IN WEST LONDON
require an experienced
MANAGER

CPC in Coach Operations essential.

Salary negotiable.

Send full CV to:

Mr G Betts, Crystals, 127 Dartford Road,
Dartford, Kent DA1 3EN

(42688/A/TEN)

Over 6,700 reasons for you to
enjoy your weekends...

That's when your message can be
seen by 6,700 top decision makers
who receive their **paid** for copy of
Coach and Bus Week

For more details ring
(0733) 63100 NOW

New officers are elected

AT its 1994 AGM Southampton and District Coach Operators Association elected new officers for the coming year.

Mr R Dunn of Ray Dunn Coach Travel was elected chairman and Mrs S Dunn is minute secretary. The new vice chairman is Mr P Nunn from Gemini Travel, the treasurer is Mrs M Jacobs of Jacobs Coaches and social secretary is Mr K Pitter of Coliseum Coaches. This year's BCC representative will be Mr R Maclean.

Product manager

SAMANTHA Durrant, 25, has been promoted by Varta Automotive Batteries to the newly-created role of product manager. Based at the company's Denham HQ in Middlesex, she will be responsible for co-ordinating all aspects of Varta's marketing strategy, including trade advertising, PR and market analysis. Miss Durrant joined Varta as a marketing analyst in 1991.

Rider York drivers enter NVQ scheme

RIDER Holdings is one of the latest companies to become a registered centre for BCT's drivers' NVQ.

Eighteen drivers at Rider (York) have begun working towards the NVQ with the intention of extending the scheme throughout the group if it meets expectations.

York drivers have welcomed the scheme, which is part of the company's commitment to being an *Investor in People*.

The Rider group is already a

registered centre for the engineering NVQ and is one of the companies piloting the new management NVQ at Level 4.

Bill Cottham, Rider Holdings chairman and managing director and immediate BCC past president, said: "I believe firmly that training is one of the key determinants of success for companies in the 1990s. As a group, we are committed to enhancing the skills of our employees to meet personal development objectives and financial targets."

From coaches to sail boats

ROGER Phillips has retired from Kirkby Coach and Bus.

Mr Phillips joined the Arlington Motor Company as a management trainee in 1954 after his National Service in the Army.

He transferred to Arlington coach sales in the London Vauxhall Bridge Road office and became sales manager and subsequently branch manager when Arlington moved the coach sales to Potters Bar.

From 1973 until the closure of the Arlington coach operation in 1989, Mr Phillips was director of coach sales of the Arlington Motor Company Ltd.

He transferred to Kirkby Coach and Bus when Kirkby acquired the Arlington Coach operation assets.

Mr Phillips, who has been well known and liked in the coach sales business in the London area, will be spending his retirement sailing in Cornwall.

Reading Transport wins

READING Transport's customer care programme - 'Making People Matter' - helped the company beat off fierce competition from 1,500 entries to win a prestigious National Training Award. Most of the company's 500 staff have undertaken the intensive programme of customer care training which led to the Department of Employment's National Training Award accolade.

Reading Transport's employee relations manager Jackie Brownlee collected the award from TV personality Carol Vorderman at the regional ceremony held at Epsom Racecourse.

COACH AND BUS WEEK

**RECEIVE
YOUR
PERSONAL
COPY FOR
AS LITTLE
AS 70P
PER WEEK**

Length	Rate	Per Copy	Saving
1 Year	£45	£0.88	
2 Year	£80	£0.78	£10
3 Year	£110	£0.70	£25

COACH AND BUS WEEK SUBSCRIPTIONS

Name: Job Title:
Company:
Address:
Postcode: Tel No.

YOUR COMPANY DETAILS (please tick as appropriate)

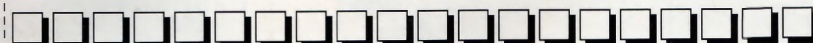
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| 1. Total no of employees _____ | 3. Fleet Size (please specify)
Bus _____
Coach _____
Other _____ | 5. Do you have responsibility for the recommendation / purchase and / or specification of the following (Tick all that apply) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2. What is your company's main business function?

Bus Operator <input type="checkbox"/>
Coach Operator <input type="checkbox"/>
Local Government <input type="checkbox"/>
Other (please specify) _____ | 4. What is your primary job function?

Owner / Director <input type="checkbox"/>
Senior / General Manager <input type="checkbox"/>
Engineering / Service Manager <input type="checkbox"/>
Other (please specify) _____ | <table border="0"> <tr> <td></td> <td>Purch</td> <td>Spec</td> <td>Rec</td> </tr> <tr> <td>Parts / Spares</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Oil / Fuel</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Tyres</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Breakdown / Recovery</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Insurance / Finance</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Fuel cards</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Training</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> | | Purch | Spec | Rec | Parts / Spares | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Oil / Fuel | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Tyres | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Breakdown / Recovery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Insurance / Finance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Fuel cards | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Training | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| Tyres | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Breakdown / Recovery | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Insurance / Finance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fuel cards | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Training | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

PAYMENT (please tick as appropriate)

- UK 1yrs' subscription £45 ☐ 2 yrs' subscription £80 ☐ 3yrs' subscription £110 ☐
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for the amount of £..... Expiry date:/...../.....

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PETERBOROUGH,
PE1 1BR**

CMH 2



HL SMITH

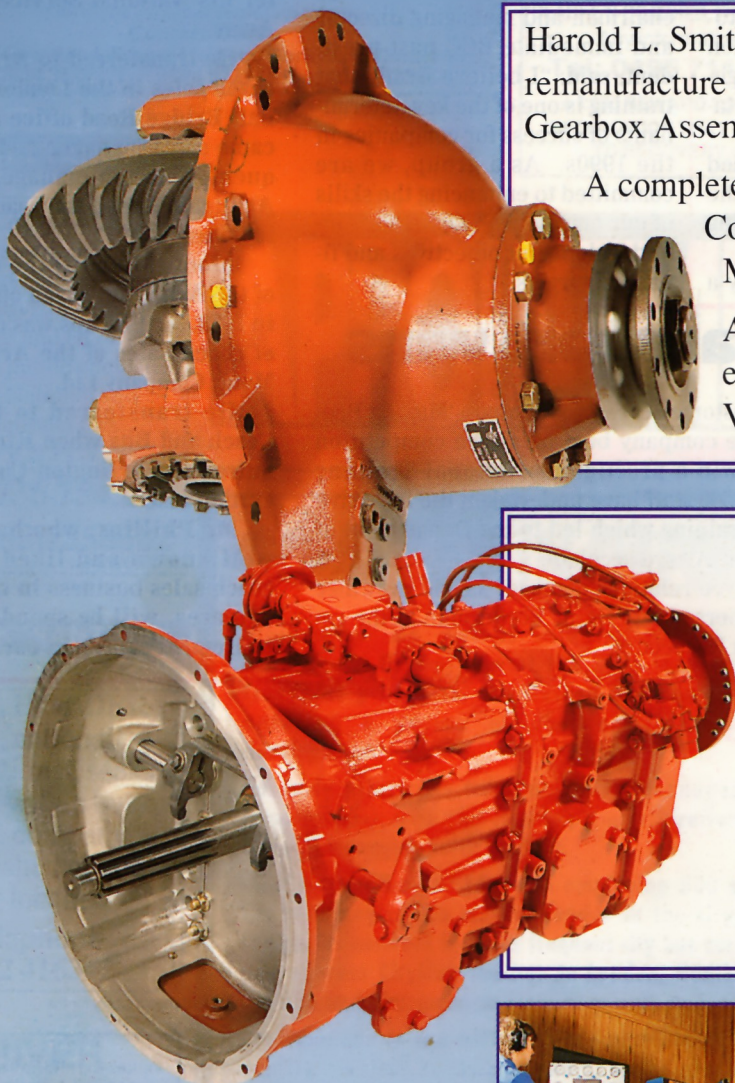
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THE COMPLETE DRIVELINE SERVICE

Harold L. Smith (Transmissions) Ltd specializes in the remanufacture of both manual and Allison Automatic Gearbox Assemblies along with Drive Heads and Propshafts.

A complete range is available to suit all types of Heavy Commercial Vehicles, P.S.V., Plant and Machinery.

All units are offered ex stock on a service exchange basis for both British and Continental Vehicles.



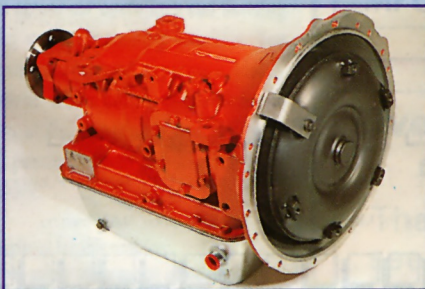
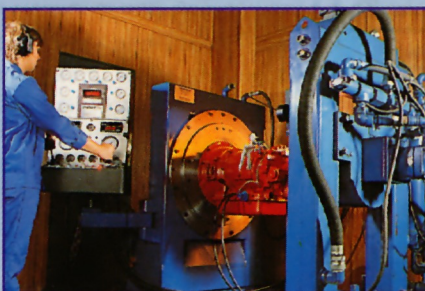
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